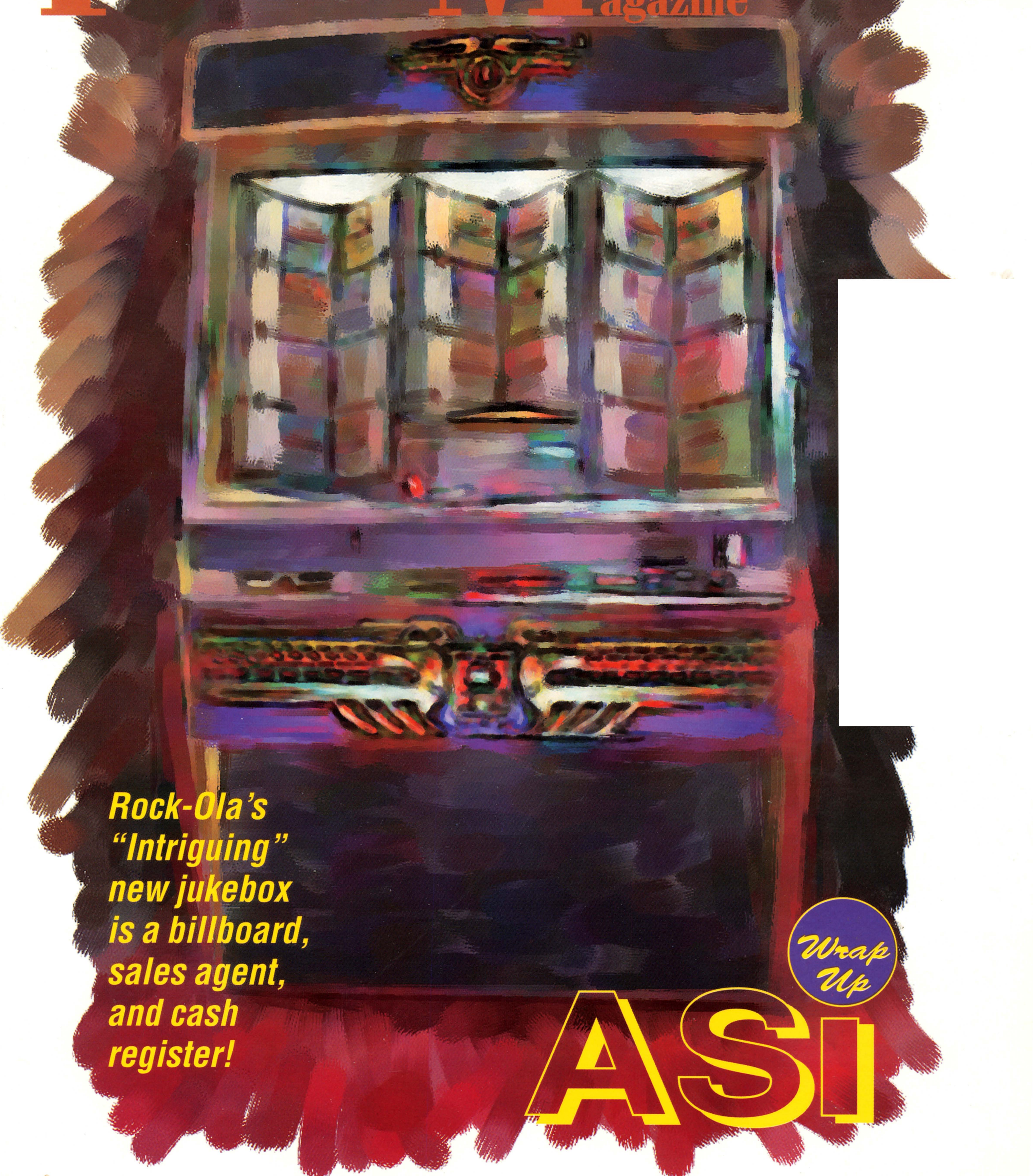
"The Operators' Choice"

PLAY METER Magazine

MAY

VOLUME 24, No. 6 • 1998

FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY



Rock-Ola's "Intriguing" new jukebox is a billboard, sales agent, and cash register!

Wrap Up

ASI

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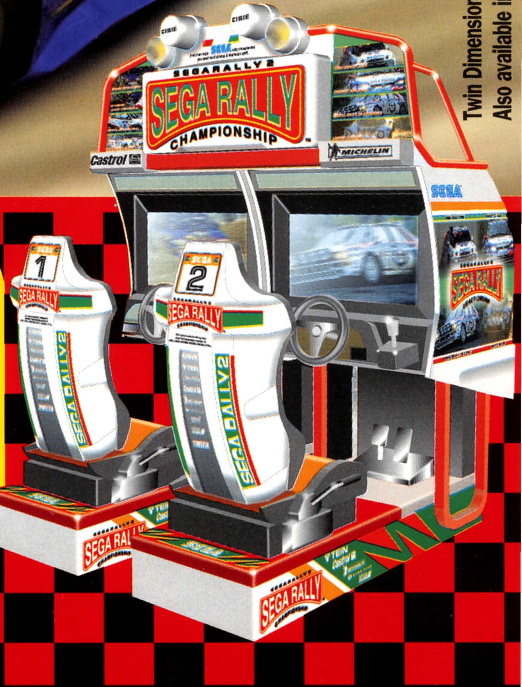
SEGA RALLY 2
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News BULLETIN

LBE SYSTEMS RELEASES ARCADE VERSION OF QUAKE

Richardson, Texas, -based Location Based Entertainment (LBE) Systems announced the release last month of the final version of the arcade version of id Software's home hit Quake, which is being released under the name *Quake Tournament Edition.* The home PC title, a first-person shooter, has been modified for the arcade by LBE Systems and features a number of play features and one entire level of action never before seen in consumer versions.

"Since January, we realized we needed to do some fine tuning and we have been able to steadily increase earnings," said the company's head of sales and marketing John Fowler during the first installation of the final software at Sega GameWorks in Grapevine, Texas. "Now it's ready to go."

Quake Tournament Edition can operate in single or multiplayer mode, and will be released in 27-inch and 33-inch cabinet versions. LBE Systems also intends to release the game as part of a kit, allowing operators to install the PC game engine into an existing cabinet and utilize older monitors and game control interfaces. A set of prefabricated controls will also be available.

"There's a whole class of operators who want to keep their old monitors and wood and we have developed a video card that will drive a VGA or CGA monitor," said LBE Systems' general manager of product development David Foley. "A lot of OAAF members have said too bad to operators. We are the only ones so far offering this format. We are looking to do a number of cheap kit games for operators that aren't a great big investment for them."

Dave Foley (l) and John Fowler of LBE Systems were both present last month when the final version of *Quake Tournament Edition* was installed at Sega GameWorks in Grapevine, Texas.

Foley, who overseas all product development on LBE Systems' SparkyNet Operating System, said *Quake Tournament Edition* offers fans of the game a completely new play experience. "First of all we've got levels and weapons you can't get at home and it's running on hardware that very few people have at home," he explained. "That's also where the death match competition comes into play. You hone your skills at home and then you come here for bragging rights."

"GT Interactive is spending a couple of million dollars promoting Quake on Nintendo 64," added Fowler. "There is an advantage to being close to the consumer release. It's a franchise or a brand."

Quake Tournament Edition utilizes Quantum3D's Obsidian SB100 chipset including dual 3Dfx Interactive graphics accelerator chips, producing 60 frames per second. The game's death match features interactive, networked competition between players or simulated competition between a single player and robot competitors that have been added to game play. The units are linked directly, not through a central server, and as many as 64 players can be linked together.

"We are in the process of wiring up GameWorks Grapevine here and GameWorks in Ontario, Calif.; you need a DSL or an ISDN line as a minimum requirement to link location to location," said Foley. "There are always six players in a multiplayer death match. If I join by myself, there will be five other robots. The robots are intelligent. They learn the level. The longer you play, the better they get just like a human player would."

LBE Systems is looking at releasing a number of titles before the end of the year, which will allow operators to upgrade their initial game units by simply installing a new CD-ROM. Upcoming games include *Big Balls* (a working title), which features two-player tag controlled by giant trackballs; *Quake II*, also from id Software; a racing title and a gun game scheduled for summer release; *Death Rally Extreme*, a racing/attack game developed by Finland-based Remedy and published by GT Interactive; an arcade version of the puzzle game *Tang Chi Masters*; and a second racing title and a sports title both scheduled for winter release.

"The Open Arcade Architecture drops a huge barrier to entry into the market," noted Fowler. "Game machines are now like pegs in a retail store, and all operators have to ask is, 'What can I sell on this peg?' We are pursing titles that are going to sell for the operators. Our goal is to create an open system that is game oriented."

LBE is currently pursing several different paths to market, including agreements with certain value-add manufacturers including Opus Entertainment, which will introduce its games as part of a turnkey system including game machine, software, cabinet, monitor, and controls. The company is also setting up distribution for its Legacy kits, which will provide a hardware upgrade for existing game cabinets.

During the installation of *Quake Tournament Edition* on GameWorks's signature Game Frame multiplayer game kiosk, which features individual projection screens, LBE met with several Dallas area software developers. The company also showed off the high-end arcade version for members of the development team at id Software. Representatives of game development firms expressed enthusiasm about potential exposure for their titles in the arcade.

"We are trying to show the developers that they can go back to their publishers and say this is the system we want to write our software to for the arcade," said Fowler. For more on the release of *Quake Tournament Edition*, see next month's issue of *Play Meter.*

VIDEO CONTENT BILL IN FLORIDA STALLED

A House bill aimed at restricting the operation of video games featuring violent content appeared to be stalled at press time with little opportunity for passage before the end of the session. AMOA vice president Rich Holley of Southeast Game Brokers in Tampa, Fla., told *Play Meter* the bill was temporarily postponed by the Civil Justice and Claims Committee. The committee is not scheduled to meet again during the session. "I'm not going to tell you we are 100 percent out of the woods, but the likelihood of passage or consideration is very slim," Holley said.

Rep. Barry Silver, who first introduced the bill, has reportedly vowed to introduce the bill on the floor, violating House rules. House speaker Daniel Webster is expected to call him out of order if Silver lives up to that promise. For more on this issue and the implementation of a pilot program to address the video content issue, see "Coin-Op News" in this issue.

BLITZ BOWL '98

Midway Games is sponsoring the Blitz Bowl '98 sweepstakes that will have players eagerly waiting their turn to play *NFL/Players Blitz* for a chance to win exciting prizes. In early February, Midway Games shipped Blitz Bowl '98 materials to operators through distribution. Players will compete for the grand prize of a trip for two to the 1999 Pro Bowl in Hawaii.

Each *NFL/Players Blitz* dedicated or kit game will receive a Blitz Bowl '98 poster and 100 entry forms that attach to the side of game cabinets. Players can fill out an official entry form or use a 3" x 5" card to enter the sweepstakes. They will include their score on the game and the name and address of the location where they played.

In addition to the grand prize trip to Hawaii, the first prize winner will be added to *NFL/Players Blitz '98* as a secret character, and 25 second prize winners will receive a one-year subscription to *Electronic Gaming Monthly*, co-sponsor of the sweepstakes.

Midway will be promoting the sweepstakes through *Electronic Gaming Monthly* and on the two companies' Web sites (www. midway.com) and (videogames.com). For more information, call (773)961-1000.

ATARI ROLLS OUT UPGRADES AND PROMOTION

Atari Games Corp. has released a component-reduced upgrade version of the *Area 51/Maximum Force* Duo Kit along with the final program version (V2.1f) for the arcade driver *California Speed* and an exciting player promotion for *Speed.*

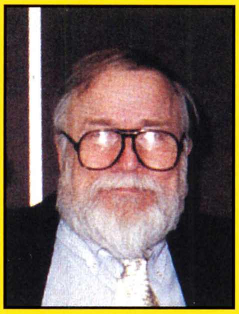
The *Duo* Upgrade Kit does not contain a PCB but consists of a hard drive, EPROMs, and cabinet graphics. It will allow operators to easily and economically convert current *Area 51* or *Maximum Force* games. It is the first product to combine two great award-winning gun games together in one hard drive. Operators need to request the kit that is correct for their game's CPU.

The new *California Speed* Version 2.1 consists of four EPROM chips now available at Atari distributors and will be provided free to operators. This update introduces several new features including a player promotion. All units in a link must be upgraded to V2.1f for them to work together properly.

Snag the Schwag Sweepstakes is the name of the player promotion that runs April 15-Sept. 30. Players who complete the "Do the State" option will be eligible to receive a free, *California Speed* T-shirt. Players who play through all 14 of the game's tracks in one sitting will be rewarded with a password that can be used to redeem their prize. For more information, contact Atari Games, (408)434-3700 for North America; (408)232-3205 for Asia and South America; and (44)181-3246000 for Europe.

CALIFORNIA STREET OPERATORS FORM CADO

A dozen major street operators mostly in Southern California are forming a new association, the California Amusement Device Operators. According to one of the organizers, Tad Danz of Newport Diversified, "We're going to be open to anyone interested in the coin-op amusement industry." CADO will stay informal at first. Danz added, "We'd like to hear from other operators in the state. The one thing we know that has to be done, and has not been done, is to have a presence in Sacramento. That's very dangerous for this industry—not knowing what's going on in the state capital. We could be blindsided by legislation that could drastically affect our businesses." The first step to that effort has been the hiring of lobbyist David Kim. For more information, contact Danz, (714)851-1355, ext. 16; fax (714)851-6304.



INDUSTRY MOURNS LOSS OF DICK BUESCHEL

Just as we were going to press, Williams Electronics' Steve Kordek called to tell us the sad news of the death of Richard M. Bueschel on April 19. Bueschel was recently featured on a video called "Pleasure Machines: The History of Pinball" and was the author of numerous books on the coin machine industry. He was diagnosed with a brain tumor last year.

NEWS UPDATE

✏ Sega GameWorks is poised to release *Sega Rally 2* which debuted at ASI '98. The video simulator will be available in both deluxe and twin versions; it utilizes the Model 3 Step 2.0 board that delivers one million polygons per second with full texture-mapping graphics. Contact your local distributor or Sega, (650)802-3120.

✏ Virtual World Entertainment, marketer of the BattleTech attraction, has entered into a sales consulting agreement with Pinnacle Entertainment Group of St. Louis, Mo., to raise awareness of the interactive cockpit simulators. (For more on BattleTech, turn to "Coin-Op News," page 40.) Virtual World is in Chicago, Ill., (312)470-8530.

✏ Stricor Inc., the Norcross, Ga., -based manufacturer of the Xtreme Voodoo interactive motion platform, has named Dave Klugh its vice president of marketing. Klugh brings over 12 years experience to the job, having worked in marketing, communications, public relations, and interactive systems development at GreyStone Technology, SGI International, Lehigh University, and Person-System Integration. Klugh can be reached at (770)447-1670.

✏ The Billiard Congress of America is slated for June 25-27 at the Orange County Convention Center in Orlando, Fla. The growing event is the ideal place to find all your billiard-related equipment. Call (708)333-9292. ▲

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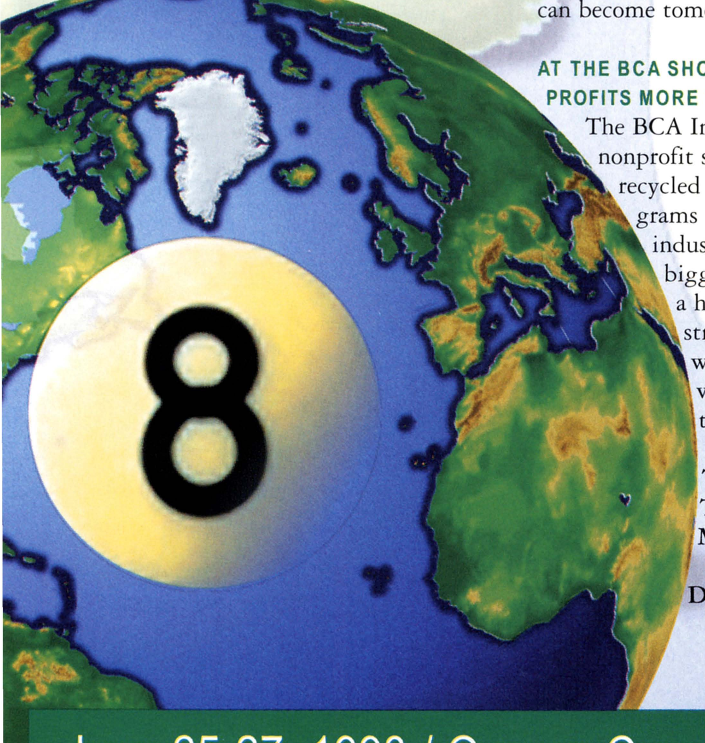

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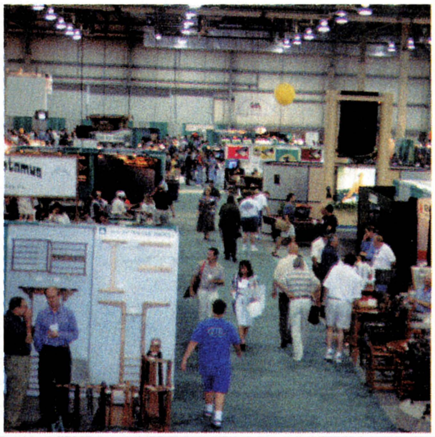

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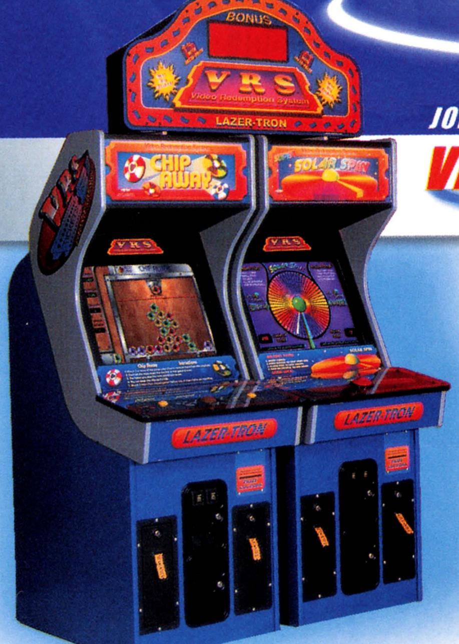
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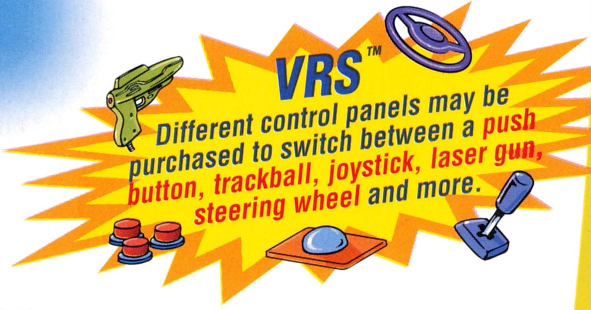
VRS Cabinets allow operators to buy a redemption cabinet once and **rotate in new games for years to come.** Lazer-Tron currently has **6 different games available with many more to come.** CD ROM update kits allow owners to change out their games easily.



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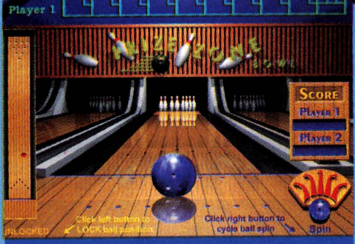
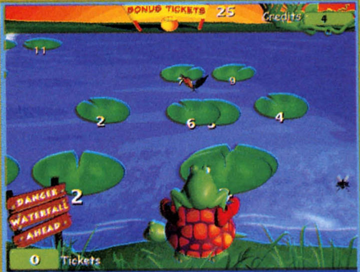
Games Available


Player 1
SCORE
Player 1
Player 2
Click left button to LOCK ball position
Click right button to cycle ball spin
Spin

Prize Bowl™

A terrific 1 or 2 player game where the player uses the trackball to propel the bowling ball at the pins.


BONUS TICKETS 25
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DANGER WATERFALL AHEAD
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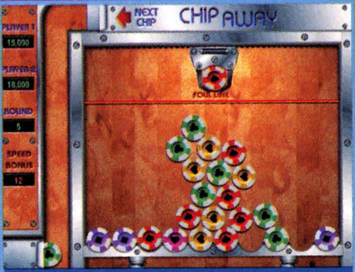
NEXT CHIP
CHIP AWAY
PLAYER 1
PLAYER 2
ROUND
SPEED BONUS

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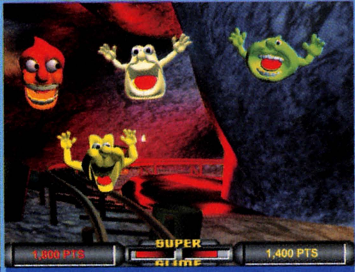
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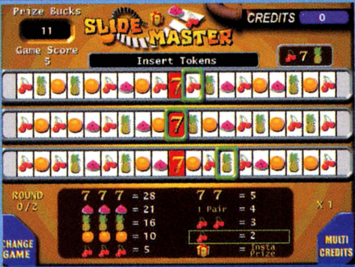
Prize Bucks
11
SLIDE MASTER
CREDITS 0
Game Score 5
Insert Tokens
ROUND 0/2
CHANGE GAME
MULTI CREDITS

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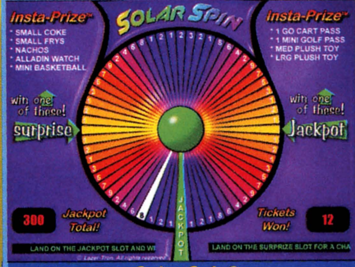
Insta-Prize
SOLAR SPIN
Insta-Prize
surprise
Jackpot
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Jackpot Total!
Tickets Won!
12

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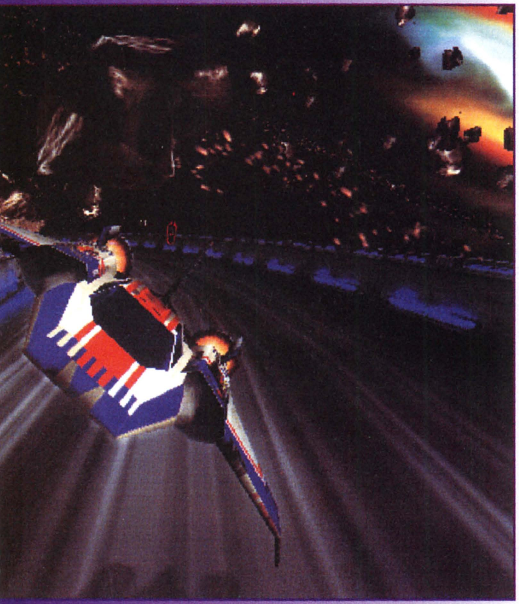
CONTENTS

VOLUME 24
NO. 6
MAY 1998



page 50h

ASI '98 WRAP-UP

62 **THROUGH THE LOOKING GLASS: PC-BASED GAMES**
Finally...questions, speculation, and skepticism have been replaced by answers, and operators can see the first generation PC games becoming reality.

70 **ASI: INDUSTRY REDISCOVERS MOMENTUM**
Siskel & Ebert would have given it two thumbs up. Attendees sure did. Check out the games, awards, comments, photos, and more.

124 **COINMAN: JEFF MCAFOOS**
This Davenport, Iowa, operator is street savvy and spares no one in his critique of the industry in today's market.

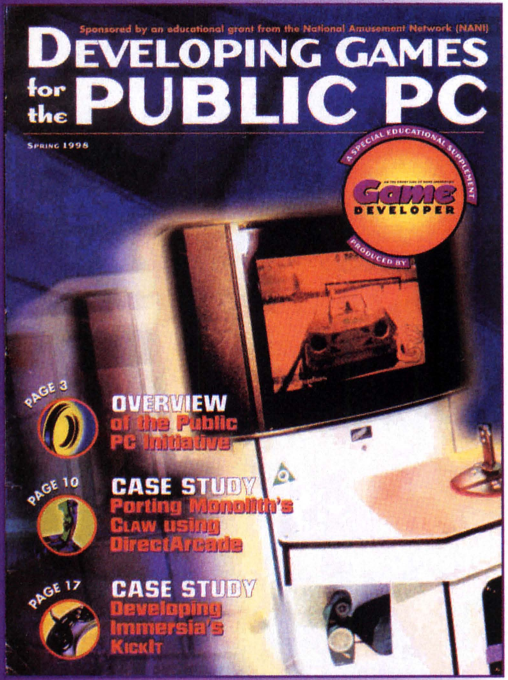
129 **QUARTER NOTES: YOU CAN GET 70%!**
Rich Holley shares strategies for negotiating more profitable contracts and gaining a higher percentage of revenue.

131 **THE LEGAL EAGLE: MIRACLE IN MISSOURI**
Selective enforcement of unpopular laws can lead to injustices. Find out what Missouri proposes to do about it.

TECHNICIAN'S CORNER

134 **TECHNICAL TOPICS**
Randy Fromm, exclusive in *Play Meter*, turns his attention to monitor failures, untangling the relationship between cathode voltage and electron gun emission.

137 **TICKET TECH**
The reliable DL-1275 ticket dispenser can be easily repaired with minimal parts and tools. Vic Fortenbach provides the details including a helpful chart.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DEVELOPING GAMES for the PUBLIC PC
SPRING 1998
A SPECIAL EDUCATIONAL SUPPLEMENT
Game DEVELOPER
PRODUCED BY
PAGE 3
OVERVIEW of the Public PC Initiative
PAGE 10
CASE STUDY Porting Monolith's CLAW using DirectArcade
PAGE 17
CASE STUDY Developing Immersia's KickIt

page 31

COVER

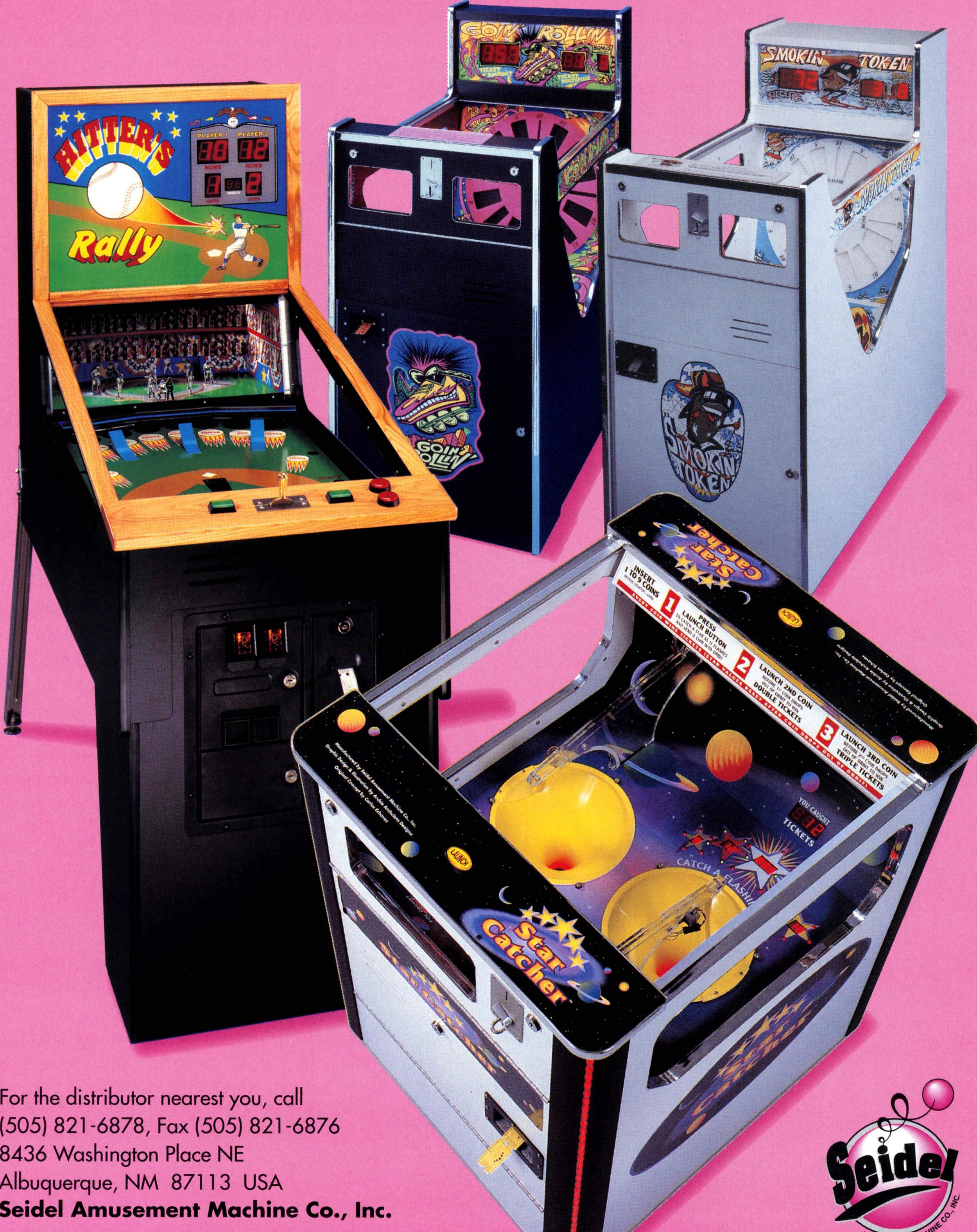
Rock-Ola is proud of the new *Model 8000 Intrigue* that made its debut at ASI in March. Features include a 22-CD jacket display (six more than the traditional number available) and Rock-Ola hallmarks such as the tall, slim silhouette cabinet. The *Model 8000 Intrigue's* designer, Jim Sullivan, is celebrating 40 years in the industry. His first Rock-Ola jukebox design was the 1958 *Tempo*. Congratulations!

Cover artwork by Carolyn Finnell of Martin Greater Communications, New Orleans, La.

DEPARTMENTS

News Bulletin 3
From the Editor 10
Equipment Poll 12
Up Front 18
Who's News 19
From Left Field 20
Coin-Op News 22
In Memory 48
What's New 50
Cover Story 51
Operator of the Year 58
Beyond the Playfield 60
Game Room 114
Redemption Report 118
Online Odyssey 120
Tax Tips 133
International Scene 139
Sporting Edge 141
Trade Accessories 146
Classified 148
Calendar 194

REDEMPTION ON A GRAND SCALE!


HITTER'S
Rally
PLAYER 1
PLAYER 2
RUNS
OUTS
GOIN' ROLLIN'
TICKET AMOUNT
TICKET MULTIPLIER
BONUS
SMOKIN' TOKEN
TICKET
Star Catcher
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1 PRESS LAUNCH BUTTON
2 LAUNCH 2ND COIN
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Life does not always seem fair. If things go exceptionally satisfactory, like winning the lottery, you feel that it's the way it should be, and life is fair after all. But let the IRS audit you, find you underpaid by thousands of dollars, and now interest has accrued making it a tidy sum, then you have confirmation that life is not fair at all. The question we always seem to ask is, *why me?*

When you belong to that exclusive group called the coin machine business, you may ask that tiny question a lot more than the average Joe. You're going to ask yourself, *why me?* many times throughout your career. When you see that hot new video game you just put out on location is now popping up at the local electronics store for $54.95 for your customers home systems. When you go to your best location, and they want your machines out–today. When the cashbox in nearly every game is way too big for the actual money it contains and you recall the days that you needed even bigger cashboxes. When the price of that new game costs more than your first house.

Valerie Cognevich
Editor

There are many times thoughts of getting out of the "club" rests heavy on your mind because it seems that the negative far outweighs the incontestable good. After you read the Coinman interview in this issue, you may cheer Jeff for being so open. But you also might want to chastise him a bit for painting such a negative portrait of being an operator today. Either way, that nagging question just begs to roll off your tongue: Is that really us?

There's always another side to every story (just ask any divorce lawyer). While it's *why me?* when games break down at midnight at your farthest location, it's never when a game you got for a song becomes your biggest earner! It's never when you take a chance on a wildly expensive game and it turns out to be a really good buy. It's never when your distributor actually takes a game on trade at a more than fair price. No, this is the way it should be, right?

My husband has a talent for seeking (or at least finding) the negative if there is one in just about any situation. He dwells on things like you wouldn't believe. If ever a person could be an example of that saying, "The grass is greener on the other side of the fence," it would have to be Russell. He takes it to heart. He never takes into consideration that he doesn't know the whole story. There's always going to be someone doing better whether it's financial, healthwise, or whatever. However, instead of dwelling on it, remember the fact that there's also someone in a much worse situation.

My husband perhaps learned this tough lesson last week when a good friend died of a heart attack at only 48. Russell couldn't stop thinking about Charlie's life ending so young. He thought about Charlie all weekend. It was the same weekend that we found a broken hot water pipe in the worst possible place–under a concrete slab.

As Russell lamented our horrible luck lately (there's more but it's just too long of a story to relate here), especially this darn water leak, he suddenly said, "At least I'm here to have a broken water pipe! A broken water pipe would be small potatoes to Charlie right now." Whoa! Russell's seen something that some never see: Life may not be fair, but it's interesting enough to want to be around to deal with it.

Our industry is often targeted for legislative abuse and yes, we have to ask ourselves, *why us?* But then, we know that the reason we're singled out way too often is because outsiders simply don't know the whole story. "Look at those guys just raking in all that cash from those machines. They must be millionaires and don't have to pay a dime in taxes!" seems to be the perception. They don't know the whole story, peppered with skyrocketing costs, rising overhead, stiffer competition, fewer games, and fickle players. No, they don't know that to make it in this business you must work harder than you ever thought you'd have to work.

While the public may be longing to be a part of the coin machine industry because it looks like such an easy way to make lots and lots of money while using the extra time to perfect your golf game, perhaps we're asking a different question:"Why can't it be them!" ▲

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RANKED #1 POLL**

"The Operators' Choice"

PLAY METER

Equipment Poll

VIDEO KITS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	NFL Blitz *(Midway)*	8.79	286	46.05
2.	Tekken 3 *(Namco)*	8.16	631	49.34
3.	Marvel vs. Capcom *(Capcom)*	7.97	90	21.71
4.	Golden Tee '97 *(Incred. Tech.)*	7.86	503	47.37
5.	Surf Planet *(Atari)*	7.73	41	9.87
6.	Area 51 *(Atari)*	7.67	1433	63.16
7.	Police Trainer *(P&P)*	7.41	478	53.95
8.	Golden Tee 3D Golf *(Incred. Tech)*	7.39	1305	38.82
9.	Point Blank *(Namco)*	7.32	741	12.50
10.	Ehrgeiz *(Namco)--tie*	7.00	16	4.61
10.	Raiden Fighters 2 *(Fabtek)--tie*	7.00	16	7.89
11.	Tournament Solitaire *(Dynamo)*	6.86	678	9.21
12.	Strikers 1945 Part 2 *(Worldwide)*	6.85	82	8.55
13.	Bust-A-Move Again *(Taito)*	6.82	551	11.18
14.	Viper Phase 1 *(Fabtek)*	6.80	279	6.58
15.	Egg Venture *(ICE)*	6.58	10	17.11
16.	Marvel Heroes vs SF *(Capcom)*	6.56	188	32.89
17.	Super Puzzle Fighter II *(Capcom)*	6.50	54	6.58
18.	Raiden II *(Fabtek)*	6.48	785	20.39
19.	World Class Bowling *(Incred. Tech.)*	6.47	344	21.05
20.	D&D Shadow Mystara *(Capcom)*	6.40	201	6.58
21.	Metal Slug 2 *(SNK)*	6.38	✷	8.55
22.	Beastorizer *(Namco)*	6.31	✷	10.53
23.	Die Hard Arcade *(Sega)--tie*	6.27	430	36.18
23.	Lethal Enforcers *(Konami)--tie*	6.27	1618	44.08
24.	Raiden Fighters *(Fabtek)*	6.26	107	12.50
25.	S.F. III 2nd Impact *(Capcom)--tie*	6.25	✷	7.89
25.	Tekken 2 *(Namco)--tie*	6.25	1037	39.47
26.	X-Men vs. Street Fighter *(Capcom)*	6.23	333	34.87
27.	Bust-A-Move *(SNK)*	6.20	483	42.76

VIDEO DEDICATED

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	House of the Dead *(Sega)*	8.62	570	22.37
2.	Gun Blade NY *(Sega)--tie*	7.80	864	9.87
2.	Maximum Force *(Atari)--tie*	7.80	535	42.11
3.	Tourn. 3D Golf *(Incred. Tech)*	7.74	677	25.00
4.	Golden Tee '98 *(In. Tech.)*	7.36	27	21.71
5.	Time Crisis *(Namco)*	6.94	989	21.71
6.	Solitaire Challenge *(Dynamo)*	6.73	1473	14.47
7.	Virtua Fighter 3 *(Sega)*	6.71	154	9.21
8.	Virtua Cop 2 *(Sega)*	6.57	900	19.74
9.	Rampage World Tour *(Midway)*	6.49	80	24.34
10.	Mortal Kombat 4 *(Midway)*	6.14	168	33.55
11.	Virtual On *(Sega)*	6.11	151	11.84
12.	Virtua Fighter 2 *(Sega)*	5.81	930	17.11
13.	Killer Instinct 2 *(Midway)*	5.54	305	34.21
14.	Run and Gun 2 *(Konami)*	5.04	72	17.11

VIDEO SIMULATORS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	The Lost World: J. Park *(Sega)*	9.15	297	13.16
2.	Top Skater *(Sega)--tie*	9.12	536	16.45
2.	California Speed *(Atari)--tie*	9.12	59	17.11
3.	Harley Davidson/LA Riders *(Sega)*	8.77	56	8.55
4.	San Francisco Rush: Rock *(Atari)*	8.66	285	28.95
5.	Cruis'n World *(Midway)*	8.61	918	58.55
6.	Off Road Challenge *(Midway)*	7.91	356	36.84
7.	Alpine Racer 2 *(Namco)*	7.83	680	19.74
8.	San Francisco Rush *(Atari)*	7.81	800	34.87
9.	Tokyo Wars *(Namco)*	7.71	371	9.21
10.	Sega Super GT *(Sega)*	7.69	381	8.55
11.	Daytona USA *(Sega)*	7.67	2433	45.39
12.	Cruis'n USA *(Midway)*	7.49	2276	55.92
13.	Wave Shark *(Konami)*	7.43	231	4.61
14.	Wave Runner *(Sega)*	7.30	589	13.16
15.	Manx TT *(Sega)*	7.13	630	9.87
16.	Daytona USA Limited *(Sega)*	7.09	355	7.24
17.	Alpine Racer *(Namco)--tie*	7.00	1301	17.11
17.	Aqua Jet *(Namco)--tie*	7.00	451	5.26
17.	Motor Raid *(Sega)--tie*	7.00	21	3.29
18.	Alpine Surfer *(Namco)*	6.93	507	9.87
19.	Cyber Cycles *(Namco)*	6.86	997	13.82
20.	Lucky & Wild *(Namco)*	6.81	1348	13.82
21.	Home Run Derby *(ICE)*	6.57	282	4.61
22.	Sega Rally *(Sega)*	6.38	788	5.26

What the numbers mean:

Point Value—An average of the ratings that operators give each game they circle (on a scale of 3-10) on their Equipment Poll ballots.

Longevity Points—Awarded after compiling a list of the top 60 videos and pinballs (combined) and compiling the top 60 redemption games (all categories combined). The #1 game gets 60 points, the #2 game gets 59 points, on down to the #60 game that gets 1 point. The higher the longevity points the better the "legs" of the game.

Percentage of Response—Amount of respondents who rated the games; another barometer of game success.

✷ New or reappearing games ✷✷Play Meter 1997 Reader Survey

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PLAY METER

Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Basket Fever *(Bay Tek)*	8.82	391	7.24
2.	ICE Ball *(ICE)*	7.82	796	7.24
3.	Scat Cats *(Skee-Ball)*	7.60	36	3.29
4.	Skee-Ball Too! *(Skee-Ball)*	7.38	541	5.26
5.	Jump Shot *(Bay Tek)*	7.33	33	3.95

SPORTS GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Hitter's Rally *(Seidel)--tie*	8.20	50	3.29
1.	Triple Jam *(Coastal)--tie*	8.20	50	3.29
2.	Full Court Fever *(ICE)*	7.08	768	7.89
3.	Hoop It Up *(Atari)*	7.03	1041	23.03
4.	Shoot to Win *(Smart)*	7.00	653	15.79
5.	Super Shot *(Skee-Ball)*	6.80	822	6.58
6.	Full Court Frenzy *(ICE)*	6.57	452	19.74
7.	Rage 'N Cage *(Skee-Ball)*	6.43	304	4.61
8.	Hoop Shot *(ICE)*	6.11	287	5.92
9.	Around the World *(UETD)*	5.80	181	3.29
10.	UB-QB Football *(Skee-Ball)*	5.54	127	17.11
11.	Slugfest *(Williams)*	5.21	7	19.08

SINGLE CRANES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Rainbow *(Rainbow)*	8.92	1148	7.89
2.	Plush Bus *(ICE)*	8.20	50	3.29
3.	Classic Watch Crane *(Smart)*	7.50	852	6.58
4.	Clean Sweep *(Smart)*	7.30	1081	28.95
5.	Showcase *(Smart)*	6.80	42	3.29
6.	Big Choice *(Fun Merchants)*	6.77	748	17.11
7.	Jumbo Crane *(Grayhound)*	6.50	694	7.89
8.	Candy Crane *(Smart)*	6.28	489	30.26
9.	Skill Crane *(Grayhound)*	6.22	392	5.92
10.	Action Claw *(Fun Merchants)*	6.14	634	4.61

CHILD-SIZE GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Smart Toss Em *(Smart)*	7.89	747	5.92
2.	Hightops *(Skee-Ball)*	7.67	172	3.95
3.	Mini Dunx *(ICE)*	7.10	254	6.58
4.	Bozo Grand Prize *(ICE)--tie*	7.00	38	3.29
4.	Shoot To Win! Jr. *(Smart)--tie*	7.00	766	7.24
5.	Toss Em *(UETD)*	6.43	259	4.61
6.	The Flintstones *(ICE)*	6.40	161	3.29
7.	Awesome Toss 'Em *(Lazer-Tron)*	6.13	126	5.26
8.	Feed Big Bertha *(Smart)*	5.93	309	17.76
9.	Godzilla Wars Jr. *(Namco)*	5.86	96	4.61
10.	Bozo Basketball *(Design Plus)*	5.78	98	5.92
11.	Skee-Toss B.C. *(Skee-Ball)*	5.75	12	7.89
12.	Jr. All American *(UETD)*	5.50	55	3.95
13.	Hungry, Hungry Hippos *(ICE)*	5.43	26	9.21
14.	Barnyard Babies *(Skee-Ball)*	5.00	37	4.61

ROLL DOWNS

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Jungle Rama *(Lazer-Tron)*	7.29	364	4.61
2.	Spin To Win *(Lazer-Tron)*	7.05	910	13.82
3.	Rock N Roll *(Bay Tek)*	6.25	81	5.26
4.	Clown Roll Down *(Bay Tek)*	6.21	185	9.21
5.	Roll Down *(Bay Tek)*	6.00	82	3.95

NOVELTY

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Cyclone *(ICE)*	9.06	1700	34.87
2.	Claim Jumper *(Benchmark)*	8.86	57	4.61
3.	Cyclone Jr. *(ICE)*	8.63	957	5.26
4.	Pirate's Revenge *(5 Star)*	8.50	308	3.95
5.	Surfin' Safari *(5 Star)*	8.45	485	7.24
6.	Colorama *(Bromley)--tie*	8.13	1272	10.53
6.	Treasure Falls *(Planet Earth)--tie*	8.13	954	10.53
7.	Solar Spin *(Lazer-Tron)*	8.09	589	7.24
8.	Round 'n Round *(Astro)*	8.00	937	5.26
9.	Twister *(Lazer-Tron)*	7.86	80	4.61
10.	Dinoscore *(Planet Earth)*	7.79	1418	25.00
11.	Flip N Win *(Planet Earth)*	7.22	472	5.92
12.	Prize Zone *(Lazer-Tron)*	7.20	337	9.87
13.	Steer Crazy *(Fun Industries)*	6.86	170	4.61
14.	Simple Simon *(Sammy USA)*	6.80	131	6.58
15.	Sidewinder *(Bob's Space)*	6.11	✷	5.92
16.	Killer T-Rex *(Smart)*	6.00	194	3.95
17.	Cosmo Gang *(Data East)*	5.70	2	6.58
18.	Dump the Ump *(ICE)*	5.67	120	5.92
19.	Pop-A-Slot *(Coastal)*	5.40	311	3.29
20.	Hop-A-Tic-Tac-Toe *(Data East)*	5.08	46	17.11
21.	Pop-A-Ball *(Coastal)*	5.00	84	16.45
22.	Pop-A-Tac-Toe *(Coastal)*	4.89	46	5.92

COIN DROP GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Big Haul *(Benchmark)*	8.78	976	24.34
2.	Goin' Rollin' *(Seidel)*	8.27	987	7.24
3.	Smokin' Token *(Seidel)*	8.18	1405	25.66
4.	Wheel 'M In *(Bromley)*	8.04	1301	15.79
5.	Cut the Cheese *(Sega)*	7.33	664	7.89
6.	The Mask *(Data East)*	7.11	770	5.92
7.	Aftershock *(Lazer-Tron)--tie*	7.00	574	9.21
7.	Screamin' Slopes *(Midway)--tie*	7.00	299	5.26
8.	Home Run Hitter *(CCI)*	6.91	581	7.24
9.	Addams Family Values *(Midway)*	6.83	326	3.95
10.	Coin Circus *(Sammy USA)*	6.69	302	10.53
11.	Rock-N-Bowl *(Bromley)*	6.41	489	21.05
12.	Super Rock-N-Bowl *(Bromley)*	6.00	176	3.29
13.	Roll For Gold *(Benchmark)*	5.83	372	7.89

GUN GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Water Game *(Bob)*	9.00	384	3.95
2.	Knock-Down *(Meltec)*	6.38	116	8.55
3.	Big Mouth *(Meltec)*	5.94	149	11.18
4.	Boom Ball *(Meltec)*	5.57	17	4.61

BOPPING/STOMPING GAMES

	GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1.	Spider Stompin *(Island)*	7.26	1172	12.50
2.	Whac-A-Mole *(Bob's Space)*	7.00	190	10.53
3.	Robo-Bop *(Coastal)*	6.80	99	3.29
4.	Ribbit Racin *(Lazer-Tron)*	6.78	862	17.76
5.	Wacky Gator *(Data East)*	6.64	475	21.71
6.	Spider Splattin' *(Island)*	6.50	171	3.95
7.	Swamp Stomp *(Lazer-Tron)*	6.44	592	5.92

continued on next page

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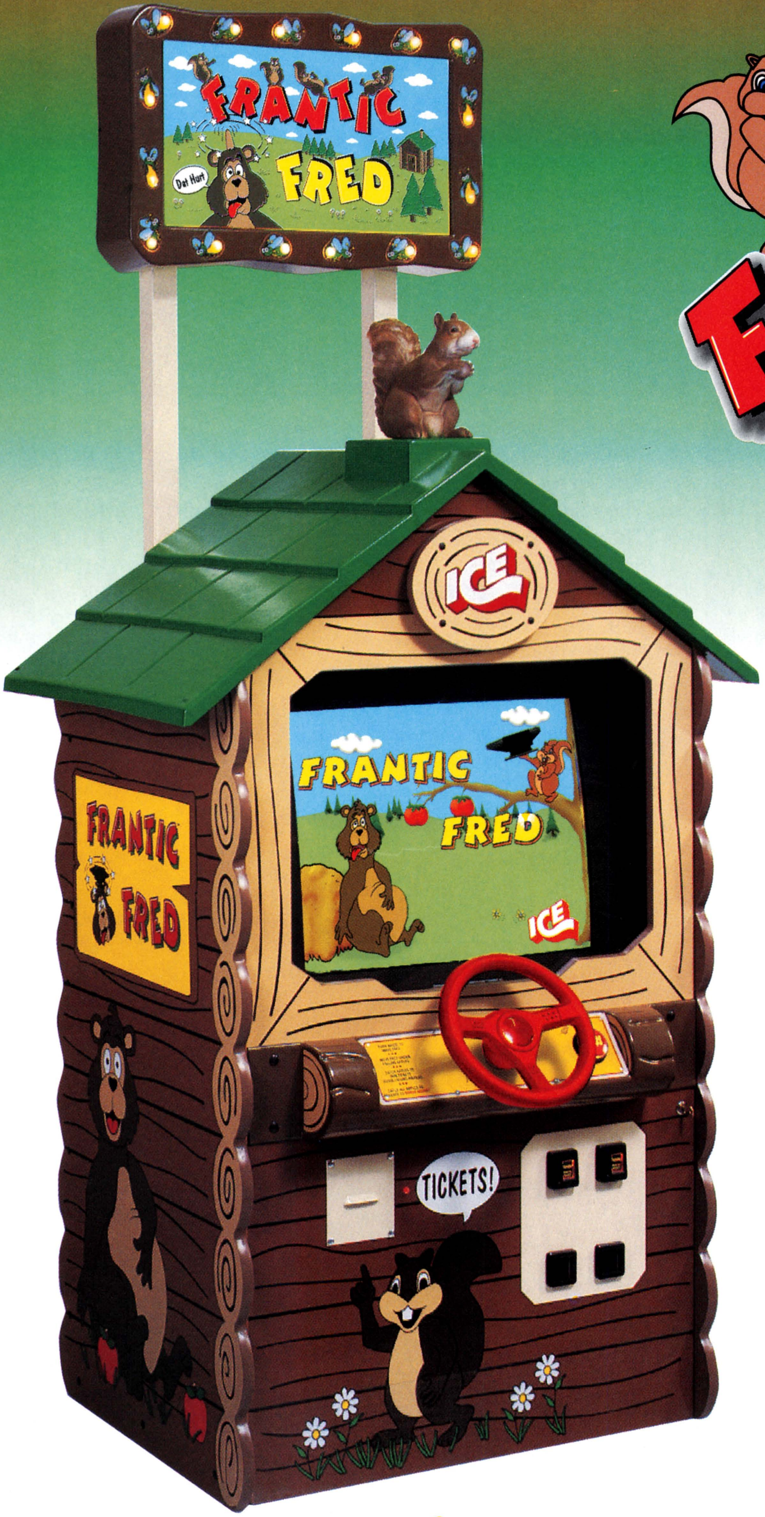
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Please contact the following Committee Members
for further information:

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Bill Kribley (630) 543-9906
Sega Pinball:
Joe Balcer (708) 786-4579

TLC:
Pat L.J. O'Brien (847) 891-0230
Happ Controls:
Dave Pallotto (847) 593-6130

"The Operators' Choice"

PLAY METER

Equipment Poll

PRIZE VENDORS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Sports Arena *(Sammy USA)*	8.70	*	9.21
2. Key Catcher *(Sammy USA)*	8.50	*	2.63
3. Kick n Catch *(Fun Industries)*	5.00	*	5.92

PINBALLS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Medieval Madness *(Williams)*	8.39	418	32.24
2. No Good Gofers! *(Williams)*	7.73	74	9.87
3. Attack From Mars *(Bally)*	7.60	1138	34.87
4. The Addams Family *(Bally)*	7.17	3520	49.34
5. Theatre of Magic *(Bally)*	7.11	1359	36.84
6. Scared Stiff *(Bally)*	7.08	709	31.58
7. Star Trek: TNG *(Williams)*	7.02	1744	37.50
8. Junk Yard *(Williams)*	6.94	296	20.39
9. Cirqus Voltaire *(Bally)*	6.85	37	13.16
10. Star Wars Trilogy *(Sega)*	6.75	189	15.79
11. Arabian Nights *(Williams)*	6.63	522	17.76
12. Pinball Magic *(Capcom)--tie*	6.33	221	9.87
12. Starship Troopers *(Sega)--tie*	6.33	*	3.95
12. World Cup Soccer *(Bally)--tie*	6.33	1055	33.55
13. Road Show *(Williams)*	6.26	725	28.29

COUNTERTOPS

GAME	POINT VALUE	LONG. POINTS	% OF RESP.
1. Megatouch XL *(Merit)*	8.62	677	40.13
2. Touchmaster *(Williams)*	7.55	660	21.71
3. Megatouch 5 *(Merit)*	7.53	332	29.61
4. Megatouch IV *(Merit)*	7.37	1140	34.21
5. Concorde 2 *(JVL)*	7.13	23	5.26
6. Magical Touch 3 *(Micro)*	7.08	126	7.89
7. Global Touch HD *(Micro)*	7.00	16	3.95

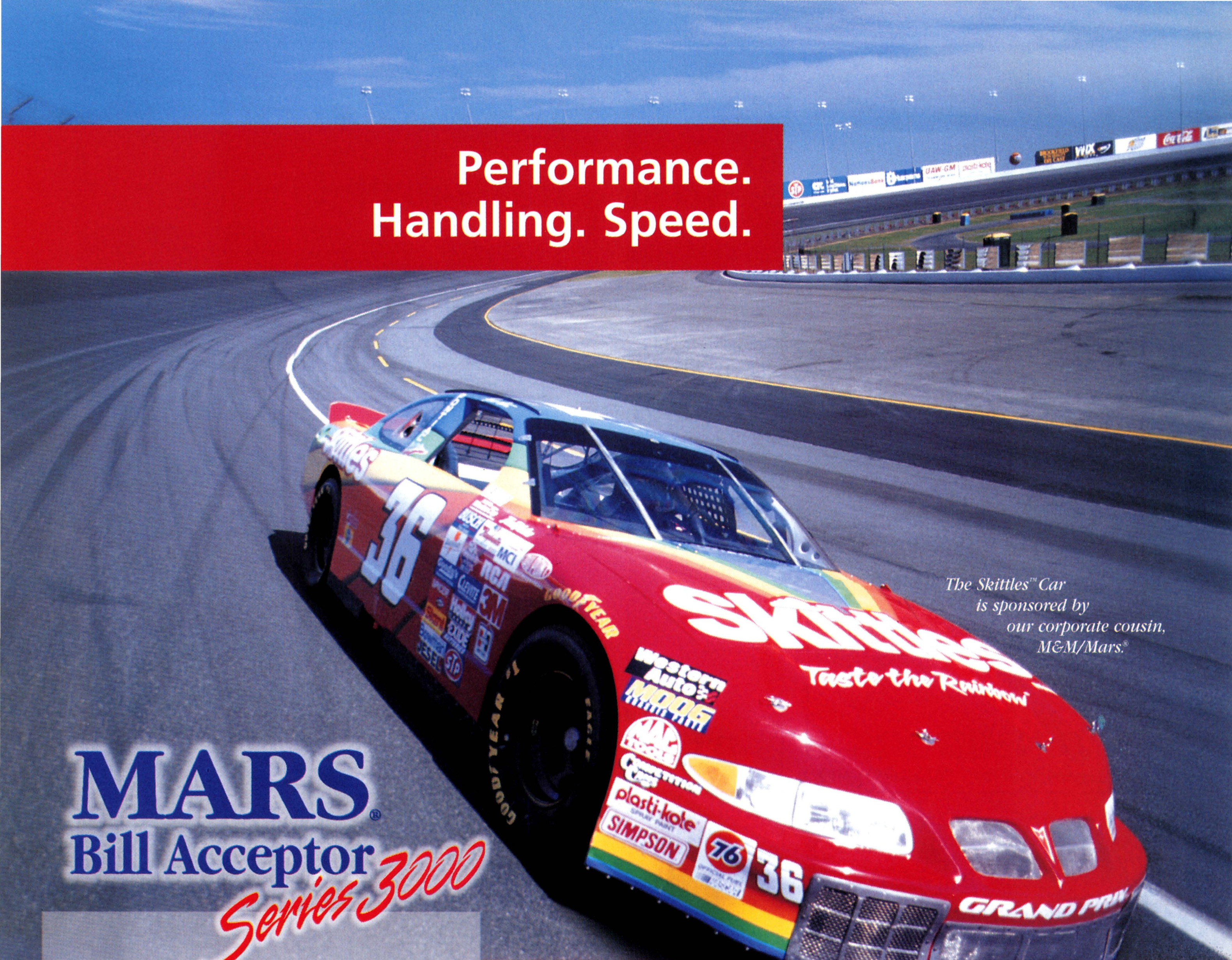
QUESTION OF THE MONTH

What is your favorite Classic Video?

#1 Ms. Pac-Man (Bally/Midway)
#2 Galaga (Bally/Midway)
#3 Pole Position (Atari)

In order to accommodate the influx of new games on the ballot we are discontinuing the Classic Video category. All-time favorites such as *Ms Pac-Man* are universally recognized and will always have a dedicated following. We applaud the impact these classics have had on the industry; they have earned a place in the Coin-Op Hall of Fame.

Due to the popularity of the new Prize Vendors we have added a category for that equipment.



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Are we best served on the GRAND SCALE?

The votes were tallied, the campaigns were completed, and the designers had dressed the stars. Then it seemed that the whole country sat down for an Academy Awards presentation that ran longer than the movie that won the Oscar for Best Picture: "Titanic."

Hooray for the epic movie experience! Just when you thought monumental-caliber moviemaking had been replaced by independent undertakings, guess again. Last year's Best Picture, "The English Patient," and the one before that, "Braveheart," were both epic in nature. Moviegoers and members of the Hollywood elite love big pictures that reaffirm basic life themes: good vs. evil, courage, sacrifice, true love.

Bonnie Theard
Managing Editor

In our industry, it seems that manufacturers follow the same line of thought: big video simulators instead of lower budget kits. While such games have their place, every location cannot accommodate those simulators in terms of space and player base. And that's not even counting the price tag (ouch!).

When you look at the "Equipment Poll" results you see that a higher percentage of respondents have kits. The audience and the desire for lower priced games is real; that's why interest in the Open Arcade Architecture is so high. Rank and file operators feel that the video game manufacturing community overall has not addressed their needs and instead concentrates on big ticket games that aren't for everyone. Even pricey games, like big budget movies, are not guaranteed to strike a chord with the public.

Since our industry is often compared to the motion picture business, let's go Hollywood for a minute and see how popular movie titles relate to coin-op reality:

"The Full Monty"—Go ahead, buy that motion simulator instead of a new family car.

"Good Will Hunting"—It's anyone's guess which new games will be successful at the cash box. Search with your players and your budget in mind.

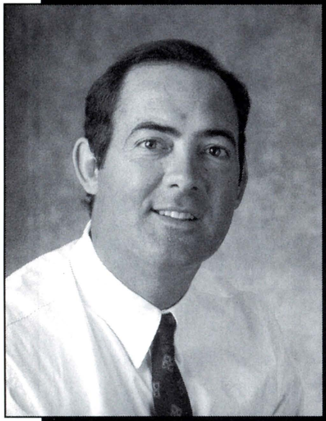
"As Good As It Gets"—Are there any more countertops and golf games in the warehouse?

"Ulee's Gold"—Driving games never seem to lose their appeal.

"L.A. Confidential"—It's no secret; once tried, redemption games provide outstanding return on investment.

"Titanic"—Sail forward with your best gut instincts and business acumen, hoping not to make a fatal error. Don't be caught without a lifeboat; diversify instead of looking for the next hot video to solve your problems. ▲

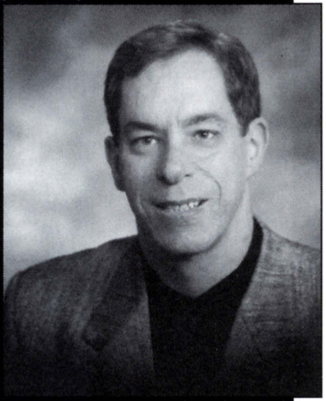
Who's NEWS



JOHN BARONE

JOHN BARONE has been promoted to president of SNK Corp. of America. He was previously executive vice president of the company. Barone succeeds Mr. Yoshikazu Jinno, who now will concentrate his efforts on the overseas market.

Barone has a long history in the industry, dating back to the early 1980s with Exidy, then Data East, and then SNK in 1987 where he led the sales and marketing team that launched the original Neo Geo system. In 1993 he joined Sega Gaming and in the fall of 1997 returned to SNK in time for the introduction of the Hyper Neo Geo system. Barone can be reached at (408)292-4550; fax (408)292-4271.



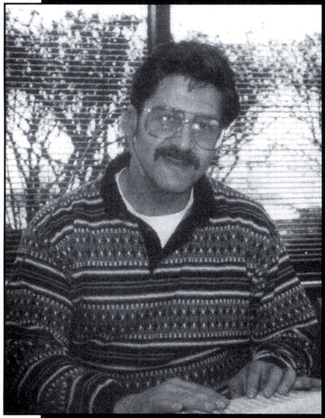
BOB WASILEWSKI

BOB WASILEWSKI has joined the staff of Rock-Ola Mfg. Corp. as western regional sales manger. He will be based out of Southern California and will cover the western states working with authorized Rock-Ola distributors and calling on operator customers.

Wasilewski, who has been in the coin-op industry for 18 years, was most recently western regional sales and technical manager for Rowe International. He has worked closely with music operators and distributors.

Stated Glenn Streeter, president of Rock-Ola, "We are very pleased that a man of Bob's caliber has joined the Rock-Ola team. His experience, knowledge, and relationships will make him an effective and valuable asset for our company."

Wasilewski commented, "Great things are happening at Rock-Ola. I'm excited to be working for an aggressively innovative manufacturer." He characterized the company as one that was "breaking new ground and raising the standards that define a state-of-the-art jukebox." Wasilewski can be reached at (310)328-1306; fax (310)328-3736.



RICK HIRSCHMAN

RICK HIRSCHMAN has been named field service manager for TouchTunes Digital Jukebox Inc. Since TouchTunes deals directly with operators, the service department is a key element in the company's success.

Hirschman also will be the liaison between TouchTunes' operator partners and the company's technical staff in Montreal, Canada. The 19-year industry veteran was formerly with Arachnid Inc., where he was instrumental in training dart operators on the Arachnid modem and networked league system and software. Other previous experience includes time at Bally Mfg. and six years overseas in the casino industry. Hirschman can be reached at (888)339-JUKE; fax (847)419-3304.

DAVE DROUILLARD

NSM America has promoted **DAVE DROUILLARD** from sales manager to vice president of international sales. He is excited about his new role and the opportunities it will bring. Drouillard commented, "I've been fortunate to have a great deal of support both from my colleagues at NSM America as well as our parent company in Germany. Our efforts in different Latin American countries, particularly Brazil, Argentina, and Mexico, and the U.S. territory of Puerto Rico, have given us the chance to gain a strong foothold."

Drouillard will travel throughout Central and South America and will continue to work from NSM America's offices in Bensenville, Ill., (630)860-5100; fax (630)860-5144.

Midway Games has named **RACHEL DAVIES** vice president of sales. The announcement was made as part of the official spin-off of Midway Games from WMS Industries. Davies was formerly director of sales for Midway Games and WMS Industries.

Davies will now lead all domestic and international sales efforts for Midway. Her department also will represent the Williams and Bally pinball brands under a contract agreement with WMS. She can be reached at at (773)961-1000; fax (773)961-1060.

Keystone Game Supply has appointed **DAWN PFLUGFELDER** as sales manager. Keystone president Jim Chaney said, "Dawn has solid industry credentials and will be a welcome addition to our company."

Keystone recently expanded its product range with the addition of the Chest-O-Treasures brand cranes and the Universal Slot Changer. Initially, Pflugfelder will concentrate her efforts on these two product lines. She can be reached at (888)869-7711; fax (215)675-5767. ▲

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FROM LEFT **FIELD**

Where the past meets the future

Steve White

Special Projects Editor

I am fortunate enough to live in a place that I love. New Orleans is the quintessential intersection between our nation's history and its destiny, a city in which whole neighborhoods of Victorian cottages are ravaged by very modern problems, a place where the so-called multicultural lines many other communities are now wrestling with have long been blurred.

As a way of consecrating this relationship with my adopted home, I recently purchased one of those cottages in what might be described as an up-and-coming neighborhood, one that has seen better days but is on the rise again, having born the worst brunt of urban blight in the late 1980s. My future is now vested in the neighborhood and it in mine.

During the weeks that I worked, preparing the house prior to moving in, I also had the good fortune of attending the Amusement & Music Operators Association board of directors meeting in Puerto Vallarta, Mexico, a nice getaway from the drudgery of painting. Having attended the same meeting two years earlier, I looked forward to the event with great pleasure, and on the eve of AMOA's 50th birthday party the board did not disappoint.

Not unlike my relationship with New Orleans, operators, for the most part, work in a business they love. They must, many joke, to choose such a challenging way of earning a living. AMOA board members exemplify this characteristic, volunteering their own time and money to work for the industry as a whole.

That spirit of altruism was never more present than at this year's board meeting, despite a strong undercurrent of debate and maybe even disagreement over where the operator's association should be headed in the coming years. In fact, members of the board spent long hours discussing the rudimentary question: whom does AMOA represent-street operators, game room operators, vendors, or all of the above?

However, the question must be addressed to map a course for the future, a course sure to be fraught with competition from all sides hoping to lure AMOA's core audience away and secure the trade show revenues and membership dues that have long funded the volunteer group. "I think the major issue is to include everybody in the business," association president Don Hesch told me.

That approach belies a bigger question–will an all-inclusive policy soften the focus of an association that has robustly represented "operators" for 50 years or must the definition of an operator be broadened to reflect the complexities of today's marketplace? Just as my hometown must strive to implement economic development strategies that do not endanger the city's unique heritage, so the AMOA must forge a middle path to achieve continued success.

In a powerful symbol of how AMOA plans to attack this dilemma, a handful of association past presidents attended the mid-year board meeting and sat down with the current leadership to develop a mission statement, one that takes into account the strengths of AMOA past and present.

Not surprisingly, these were the same past presidents who spoke out against proposed changes in the association structure last year. As passionate supporters of the association, they realize that each and every operator member's destiny is vested in the survival of AMOA, and it in theirs.

As the coming months unfold-in preparation for the association's golden anniversary-this group of past, present, and future leaders will work to refine AMOA's mission for the future, while I continue in my personal quest to restore some small measure of beauty and integrity to the city that care forgot. My best hope is to draw from that same pool of wisdom in the coming half century. ▲

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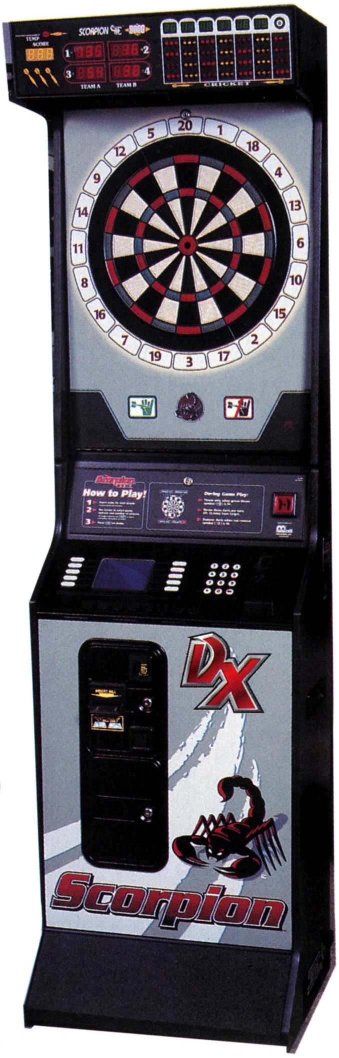
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Pilot program goes into effect amid video content controversy

Florida stands ready to pass bill

Amid nationwide concern over teen violence and a pending bill in the Florida state legislature that would prohibit the operation of video games in non-age-restricted locations (i.e. anywhere frequented by people under the age of 18), operators at seven locations in five different states embarked on a pilot program to test the effect of isolating games that feature violent content.

At press time, no action had been taken on the bill which had been pending in Florida for more than a month, but public pressure had prompted both the governor and the state's top law enforcement official to get behind some form of video content regulation while admitting that the current legislation could well be Constitutionally flawed.

One of the bill's sponsors, Rep. Barry Silver, told *Next Generation* magazine that the bill should be Constitutional because Florida law allows state officials to prohibit the exposure of minors to sexual content. Silver also said the bill is aimed strictly at coin-op games and not home or consumer games.

Silver's rationale for the bill is clear, if somewhat unscientific: "There's a direct correlation between the viewing of violence and engagement in violence," he told *Next Generation.* "This correlation is not 100 percent, in other words not everyone who views violence will act violently, but some will. Therefore, it is beyond dispute that because of the pervasiveness of violence in our media, it is transferring to society, people are dying, and our communities are not as safe as they used to be."

While a cause and effect relationship between violent content in the media and real-life violence has been elusive for social scientists, it has nevertheless captured the imaginations of politicians at the local, state, and federal level, and industry watchers fear that successful passage of a bill in Florida could spell stormy and litigious weather ahead for operators across the country.

"I just don't think operators are getting on this," said AMOA government relations chairman and first vice president Jim Stansfield. "If legislation passes, everybody is going to scream, 'Why aren't our associations protecting us?'" Stansfield urged operators to adopt the Parental Advisory System designed for coin-op games and to contact AMOA for the necessary information and implementation tools.

AAMA executive director Bob Fay said the goal of the six-week pilot program is to determine what effect the isolation of games with a strong parental advisory label will have. The first two weeks, games will remain in the normal state while collections are recorded and other anecdotal information is noted. During the next two weeks, each of the locations will isolate the game in some way, and then during the final weeks the games will be returned to their original positions.

"The idea is to see if this increases or decreases earnings," Fay explained. "The industry has taken a position that it is going to be very difficult and costly to isolate games. But others have asked how we know that."

The pilot program was adopted as part of a code of conduct and a re-energized push to implement the Parental Advisory System. Video violence came to the forefront again last year after a citizen's group gave the coin-op industry poor marks for self-regulation. The most recent initiatives come out of meetings between AAMA and AMOA and representatives from the offices of Sens. Joseph Lieberman (D-Conn.) and Herb Kohl (D-Wis.) at the 1997 Amusement Showcase International trade show. Lieberman and Kohl have been consistent critics of violent video game content.

While the pilot program does not include provisions for regulating the age of game players, inherent in the industry code of conduct adopted by all the major trade associations is a pledge to discourage young customers from playing violent games. No specific age is mentioned by way of defining a young player in the code of conduct.

AAMA counsel Eliot Portnoy, who is spearheading that group's efforts in the video content arena, said that while things on Capitol Hill appear to be relatively calm–with chief watchdogs Sens. Lieberman and Kohl praising coin-op recent efforts–the Jonesboro, Ark., teen killing spree has raised tensions at the regional level.

"This is an issue that will not go away on a state level; Florida is an excellent example of that," Portnoy said. "It looks increasingly like some legislation might pass in Florida. No one took the legislation seriously in Florida until the Jonesboro massacre."

According to Portnoy, the only way to avoid legislation is to put into place the Parental Advisory System and point to it any time the issue is raised. In fact, the consumer game industry, which adopted a so-called ratings system prior to the coin-op industry, has used that strategy to avoid potential government intervention like the bill pending in Florida.

"Until the Parental Advisory System is fully established, we will have to fight this one over and over," said Portnoy. "The consumer industry is in much better shape. The coin-op industry presents a much more challenging structure to police."

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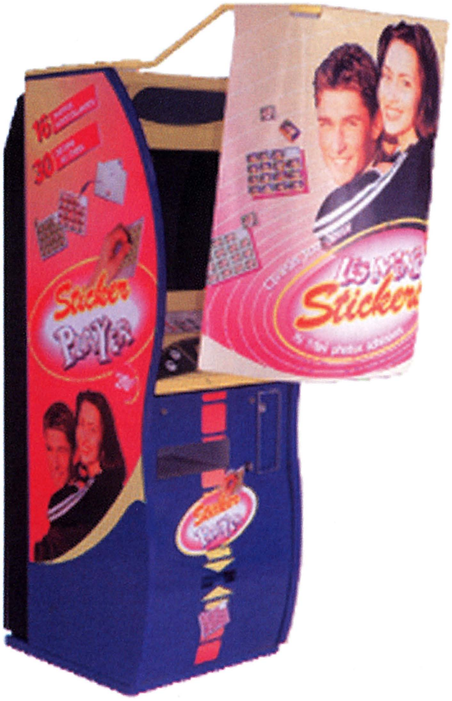

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South Carolina operators play a waiting game on poker issue

Fred Collins appeared on NBC's "Dateline" representing South Carolina video poker operators.

Operators in South Carolina were awaiting a ruling from the state Supreme Court at press time on whether video poker represents a lottery, but what's really at stake is a bill pending in the Senate that would ban video poker across the state.

The bill to ban video poker has already passed out of the state House of Representatives. However, Senators could not get enough votes to move forward on the issue and deferred action until the state's high court hands down a ruling in the 16-month-old class action suit.

The case is one of many that have been filed on behalf of operators since a county-by-county referendum on video poker in November 1994. Following that vote, which approved the poker machines in a majority of counties, a court threw out the decision, saying among other things that an activity cannot be allowed in one county and be a crime in another.

This year's legislative session is scheduled to end during the first week in June, but the Supreme Court of that state has given no indication whether it intends to hand down that ruling before the end of the session. "We are just in a wait and see situation with the court," said a spokesman for the state association. Senators say they will not include video poker license revenue in the state budget until the issue has been resolved.

Republican governor David Beasley has been supporting the poker ban as part of his upcoming campaign platform. Beasley gave an extensive interview to the national television news magazine "Dateline" on NBC in which he condemned video poker, invoking a mantra of anti-gaming forces by calling it the "crack cocaine" of gaming.

While the "Dateline" broadcast did provide a short counterpoint interview from operator Fred Collins, it was largely one-sided, featuring several stories of personal loss as a result of compulsive personality disorders in addition to the interview with Beasley and clips of a local clergyman condemning the gaming industry.

Collins argued that it is better to regulate the industry and continue to reap the benefits of license fees and possible taxes than banning the machines outright. But the "Dateline" segment made little attempt to focus on economic development issues or the situation that operators face, choosing instead to paint the poker industry as so-called big gaming interest.

Jester's Court of Games stays true to its name

One of the newest game rooms at a major hotel in Las Vegas, Nev., is the Jester's Court of Games at Harrah's Hotel & Casino on the Las Vegas Strip. While at ASI in March, *Play Meter* paid a visit to Jester's and talked with manager Robert Ahearn.

Ahearn is a 20-year amusement industry veteran, formerly of Los Angeles, Calif. "You're pleasing people," he said of the facility's offerings—88 games that range from video simulators to coin pushers. "They come here to have fun," explained Ahearn. Not only are the games enjoyable, but the choice of prizes at the well-stocked 16-foot redemption counter "gives them something to walk away with."

Jester's encompasses 8,000 square feet; 35 percent of the games are in the redemption category. What are some of the busiest times? Believe it or not, Ahearn said that next to the summer months Las Vegas is packed at Christmas!

Jester's is one of several game rooms designed and managed by Amusement Consultants Ltd./Smiles Amusement Co. LLC, which is responsible for the Skybound Arcade at the Sratosphere, the Coney Island Emporium at the New York-New York, the Garden of Games at Caesars Palace, and the Hard Rock Arcade at the Hard Rock Hotel.

At the Jester's Court of Games redemption counter, (l-r): manager Robert Ahearn with supervisors Ty Ratcliff and Yee Zhu.

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No time to quit on tobacco issue

Despite announcements by representatives of major tobacco companies last month that they will no longer support a nationwide settlement, AMOA tobacco committee co-chairman Mark Levine of Melo-Tone Vending in Somerville, Mass., said things are still looking up for tobacco vendors seeking to be compensated in lieu of nationwide or local regulation.

Language that would ban and compensate cigarette vendors has been included in the bill expected to carry the most weight in the Senate introduced by Sen. John McCain, R-Ariz., and a bill in the House of Representatives is expected to hit the floor a month earlier than originally anticipated.

“We don’t believe that the big tobacco firms will walk away and we believe that some form of legislation will pass,” Levine said. “I personally think the tobacco companies will come back to the table in May or June.”

Tobacco company executives say the chance for reform is dead, arguing that restrictions on their ability to market their products would violate their first amendment rights. Such restrictions were included in some form in the deal tobacco companies struck with state attorneys general, an agreement they are now walking away from.

Many national news analysts say the tobacco companies are unwilling to pay the higher settlement costs that are being contemplated by members of Congress and, more importantly, are unwilling to take a deal that would not grant them some form of immunity from civil litigation across the nation.

But Levine said efforts by operators across the country are paying off, noting that the compensation language was approved unanimously in a Senate committee as the very first amendment to the bill. “We’re OK in the McCain bill but we’ve got to continue our work,” he said. “That is a big sign, and it gives credence to all the work we have done. We are making progress, so don’t give up despite what you read in the papers. “

Inflated figure draws interest in Merit event

Bob Wiles of Merit Industries called us last month to say he had been getting a tremendous response to a mention of the company’s Ultimate Game Challenge scheduled for Aug. 6-9 in Orlando, Fla. Unfortunately, we reported a $600,000 event purse. The correct figure is $60,000.

Players who participate in Merit Industries World Series of Darts get a chance to qualify for elite events held at the Ultimate Game Challenge. Year-long participation in the World Series also enables pro-rated players to qualify for a place in the World Team Championship representing the United States in international competition, while non-pros get the opportunity to compete in the Scorpion Challenge, a handicapped singles event. For more information, contact Merit Industries, (800)300-5281; Web site (http://www. scorpiondarts.com).

Compaq to show arcade products at the CGDC

Computer manufacturer Compaq is “neck-deep” working on total hardware solutions for the Arcade PC project and plans to show off what it has been working on at this month’s Computer Game Developers Conference (CDDC) in Long Beach, Calif. (Look for coverage of this show in the next issue of *Play Meter*.)

Jim Newton, the company’s point man in the arcade industry, told *Play Meter* that Compaq is striving to create a generic, low-cost hardware platform that is stable enough for arcade games. “We are in this deep and we see it as a viable market,” Newton said. “As issues come up we tackle them. Until we feel we have a stable platform we will keep working on these issues. We are getting calls every day and stretching our resources as far as possible.”

As part of its efforts, Compaq is working with a number of coin-op and LBE manufacturers as well as major players in the PC game industry. Coin-op companies include the former Dynamo/GreyStone, PlayPak, Midwest Amusements, and HanaHo Arcade PC–now reportedly operating under the name PC Arcade.

Compaq showed an out-of-home software configuration running potential arcade software from consumer game publishing giant GT Interactive at a private hotel suite at ASI ‘98. The company is also planning to join GT Interactive in exhibiting a large number of arcade-style units at the Electronic Entertainment Expo (E3) later this month in Atlanta.

In addition to these efforts, Compaq is playing a major role in the development of universal hardware for AMOA’s National Amusement Network Inc. (NANI). Compaq will be occupying adjacent booth space to NANI at the CGDC. Newton said Compaq is also involved in rewriting NANI’s book of hardware documentation for operators. “We want it to be as easy as possible,” he said.

NANI officials said they have already shipped several Public PC units for test and planned to ship several more by early this month. Newton said Compaq hoped to have some product ready by the middle of this month.

Senate committee approves tobacco vendor compensation

Thanks in part to a grass roots effort by AMOA members, the Senate Commerce Committee voted early last month to approve a vendor compensation amendment to the pending tobacco legislation. The amendment, sponsored by Sen. Conrad Burns, R-Mont., requires that tobacco vendors be reimbursed for the "fair market value of their business, including the cost of banned machines, compensation for lost profits, unexpired contracts, lost good will, and for plant and equipment."

The amendment also calls for prompt payment to the compensation fund directed by the Tobacco Vending Reimbursal Corp. once tobacco legislation is enacted, according to a recent advisory from the AMOA Tobacco Committee, which said the amendment was based wholly on industry input.

"Because spending provisions were not addressed in the committee bill, a per machine dollar amount was not included, but we now have a good structure in place to ensure vendors are compensated for lost property," reported committee co-chairmen Terry Davis and Mark Levine. The bill will likely come to the Senate floor this month.

A proposal drafted by industry members calls for tobacco vendors to be paid $8,000 per machine. AMOA is arguing that cigarette vending should be banned and vendors compensated because even if the federal government protects them, the ability to run cigarette vending machines will be slowly eroded by state and local regulations.

Helpful hint

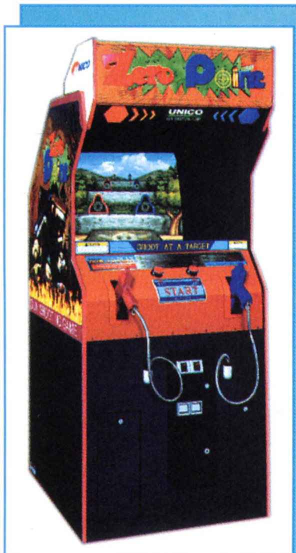
Young Kim of Stricor Inc. provides a few pointers to an ASI attendee testing out *Xtreme Power Boat Racing* on the company's Xtreme Voodoo motion simulator.

LaserTrek installed in south Texas entertainment facility

Bentrof Enterprises recently announced the installation of a customized version of LazerTrek, the real-time laser tag attraction of Heads Up Technologies, at a location in McAllen, Texas. The laser tag game is located in the new Lazer Troopers entertainment facility.

Lazer Troopers is the first entertainment center in south Texas to offer the LazerTrek system. "I wanted to help the community keep children off the streets by providing an exciting and popular new entertainment option," explained Benny Senker of Bentrof Enterprise. "After talking with several laser tag vendors around the country, we chose Heads Up because of the company's solid financial and technological background."

Lazer Troopers is owned and operated by Bentrof Enterprises of McAllen, Texas. Senker also owns Flamingo Bowl, a 40-lane bowling and game center in McAllen, through Benny Senker Enterprises. In addition to laser tag, Lazer Troopers offers video arcade games, two party rooms, and access to Flamingo Bowl.



Zero Point

Game Vision Corp. awarded national distribution contract

Oakland, Calif., -based Game Vision Corp. has been awarded exclusive national distribution rights to UNICO Electronics Ltd.'s two-player video game *Zero Point,* which features a shooting theme and cartoon-like characters who are dispatched to fantasy settings.

The game will ship with tactile response pistols called Recoil Guns. *Zero Point* is being offered to the United States through distribution and sales channels, according to Game Vision president Dean Kim. "The game is attracting a tremendous response from diverse players and market segments," he said.

"The relationship is one of mutual respect; both company's bring a lot of talent to the table," added UNICO president D. J. Youn.

Texans fight redemption enforcement case by case

Following a federal court ruling that threw out a suit by the Amusement and Music Operators of Texas, saying operators must exhaust administrative procedures in their fight against unfair redemption law enforcement, the Texas coin machine industry must rely on individual lawsuits in their legal endeavors.

"Individual operators have been very successful in winning temporary restraining orders all over the state," said AMOT spokesperson Cindy Rugely. "It's really a place by place situation. In some areas, prosecutors are waiting to see what the courts say while others are going in and shutting down machines."

Operator Ed Tindol of Emerald Enterprises in Midland, Texas, faced the latter situation when the Department of Public Safety closed him down. Tindol, who operates games under the $5 and/or 10 times the value of play limit, claims that he is unable to operate his 135 ticket dispensing 8-line games despite the fact that his attorney has won a temporary restraining order.

The law enforcement actions across the state were prompted by an attorney general's ruling that 8-liners are illegal despite protection for regulated, bona fide amusement redemption passed by the Texas state legislature. Gov. George Bush unsuccessfully pushed a measure to rescind that protection last year, and many see this round of law enforcement activity as a way of achieving the same political goal.

"We're choking," said Tindol. "We're operating under a redemption law but the law is not making any difference. First the attorney general's office said 8-liners fell under gambling equipment; now they say we are a lottery."

According to Tindol, a number of other operators in West Texas have been shut down, and the Texas Alcohol Beverage Control Commission is also getting in on the act by going after locations' liquor licenses if an 8-liner is found on the premises.

Rugely said the situation in Texas is verging on war with many operators prepared to fight back in court taking local and county governments to court for violating their rights. "You can do a lot to people but you can't take their good name by calling them organized crime," she said. "At that point there is no turning back."

For its part, AMOT is attempting to craft some form of coalition with members of other industries to address this in the next session of the Texas legislature, which isn't scheduled to meet until January 1999. "AMOT has been abundantly reasonable in trying to work this out," Rugely said. "That's why the attorney general's opinion just blew us away. The only thing these machines have in common with gambling machines is what they look like. That's the absurdity of this whole situation.

"If it's just the appearance of the machines, we will continue to fight," she added. "Arbitrarily going after people is wrong. These machines are clearly Constitutional."

Opus Entertainment releases First PC-based arcade titles

Opus Entertainment announced the release this month of its first Arcade PC title, *Actua Soccer,* developed by consumer industry veteran Gremlin Interactive. This game will be closely followed by two Psygnosis titles: *Formula 1* and *WipeOut XL*. The announcement was made by Opus founders Leon Deith and Bob DeKett.

"The first phase releases represent something of a dream schedule for us," said producer Chris Vallely. "It is our belief that we could not have combined brand recognition, sound game play, and developer quality any better than with these titles. These games were born for the arcade environment and I have no doubt that they will be huge successes."

FISICHELLA 12
JORDAN PEUGEOT
INTERMEDIATE
26.161
BEST TIME
LAP TIME
1/5
POSITION
19/22

Psygnosis Formula I is one of the first three Arcade PC releases from Opus Entertainment.

Supporting these releases, the company said, is an established worldwide distributing arm and hardware support from Quantum3D and Intel. The concept behind the Arcade PC initiative is to reduce the overall cost of ownership of a coin-op game by enabling arcade owners and street operators to install new games on the same system via CD-ROMs.

This will allow operators to amortize the cost of arcade systems over many years and should decrease game development time and duplicated expenses associated with proprietary platform development, Opus and other PC-platform advocates argue, ultimately resulting in more titles, better return on investment, and a strategic alliance between industries previously seen as competitors.

(For more on Opus Entertainment or the Arcade PC initiative see this month's "Through the Looking Glass" column.)

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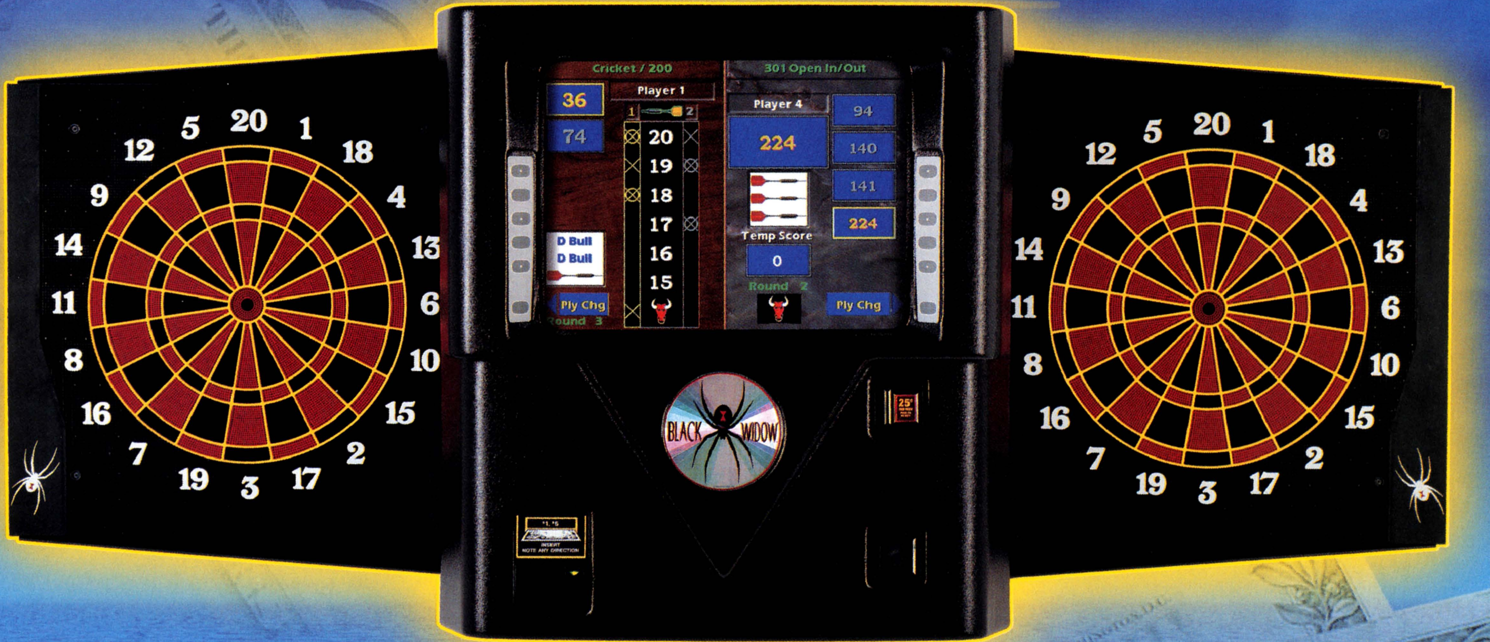
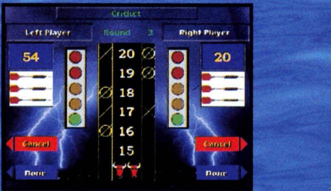

Cricket / 200
Player 1
301 Open In/Out
Player 4
D Bull
Temp Score
Round 2
Ply Chg
BLACK WIDOW

Two Dart Games

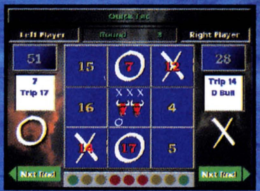
The Black Widow when played in the "split-screen" mode, is the full functional equivalent of two Galaxy games. Each side functions independently and offers all of the games and features of the Galaxy plus more.

Simultaneous Play (Head-to-Head) (Left vs. Right)

Traditional Games are more fun:

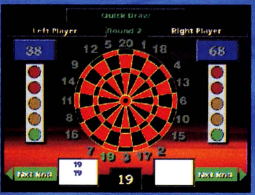

Cricket
Left Player
Round 3
Right Player
Cancel
Done

Cricket-pile on points before your opponent closes the number.

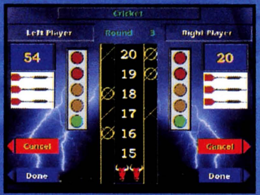

Left Player
Round 3
Right Player
Trip 17
Trip 14
D Bull
Nxt Turn

Tic-Tac-Darts-close the number before your opponent.

New Games for new fun:


Quick Draw
Left Player
Round 2
Right Player
Next Turn

Quick Draw-when the randomly selected number pops up, be the first one to score and steal your opponent's darts.


Cricket
Left Player
Round 3
Right Player
Cancel
Done

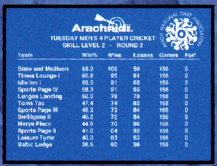
Quicket-Cricket with a twist. Hit the magic number first and steal your opponent's darts.

Easier League Play

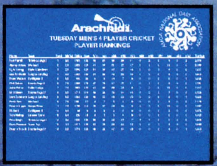
Enhanced two-way communications upload league matches, standings, and schedules. The games will be ready and waiting for the league players with no need for player cards. League fees are collected by the bill acceptor and reflected in the accounting on the screen.

Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
LEAGUE SCHEDULE

League Schedules


Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET

League Standings


Arachnid
TUESDAY MEN'S 4 PLAYER CRICKET
PLAYER RANKINGS

Player Ranking

Enhanced Dual Communications

In addition to the above, software enhancements and advertisements can be distributed with equal ease. For machines without a modem, completely automatic updating can be accomplished during collection with an industry-standard Jaz drive.

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Interactive Light blazes new trail

in product development and distribution

Spurred by the positive response to its soccer simulator game *Kick-It*, Interactive Light recently announced plans to begin marketing, selling, and servicing its own products in both the United States and foreign coin-op markets. The company also introduced its newest attraction, *Swing-It*, a new and improved version of the company's popular baseball simulator *Home Run Derby*.

"It is now time to take control of our own future," said Interactive Light CEO Amir Rubin. "We have initiated this plan by hiring the highly regarded Chuck Morton as vice president of U.S. coin-op sales. I believe that Chuck will gel with the talented team that Interactive Light has been able to recruit to solidify our position as a lead manufacturer of PC-based coin-op products."

Morton was formerly employed as vice president of United States sales for Innovative Concepts in Entertainment (ICE), which has been the distributor for Interactive Light's products. ICE and Interactive Light say they will continue to maintain a strong worldwide alliance as the former retains the right to represent Interactive Light in certain international markets.

"I was attracted to Interactive Light because it offers unique products at reasonable prices that produce large earnings," said Morton. "This is the type of exciting company that coin-op needs. Working for Interactive Light is an opportunity I just couldn't pass up."

The company officially initiated sales of *Kick-It* in the United States in late March during the ASI show. "Since IAAPA last November, 95 percent of Interactive Light's production has been shipped to the soccer-crazed European market," explained the company's vice president of marketing and business development Stuart Wallock. "The U.S. coin-op business should be primed for a real soccer simulator."

In explaining the game's popularity overseas, Interactive Light's distributor in Europe, India, Taiwan, and Russia, Cromptons Leisure Machines' Tim Francis points to *Kick-It*'s realistic game play. "*Kick-It* is generating excitement and exceptional earnings that rank it among the top three deluxe videos in all locations throughout Europe," said Francis, Cromptons' marketing and video product manager. "Its success results from its appeal to gamers of all ages and backgrounds."

Interactive Light is also currently working on a wide range of new products that range from high-end video simulators to upright games designed for street operators, according to the company's vice president of product development Jeff Walker, who also commented on the fact that *Swing-It* features a new look and utilizes Intel's Pentium II processor.

"The new graphics, cage, and cabinet, together with the powerful processor from Intel, will open up opportunities for this new 'classic' game," Walker said.

"Our programmers have been able to maximize the use of the latest technologies from Interactive Light to bring real-time 3D environments to coin-op," added Joseph Deutsch, CEO of Interactive Light's software subsidiary Immersia Ltd. "I can't wait to see the reaction of long-time *Home Run Derby* fans when they see *Swing-It's* stunning visuals."

For more information, contact Interactive Light, (800) 213-3752; fax (310) 452-7443; Web site (http://www.interactivelight.com).

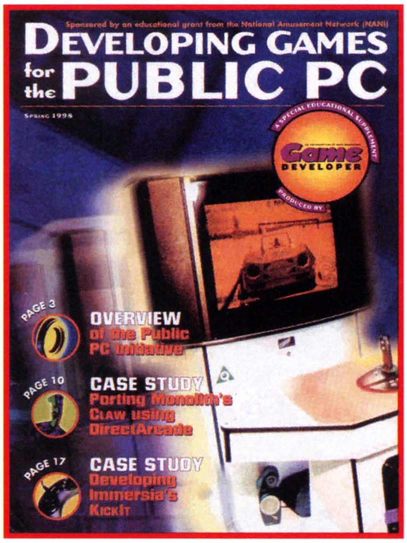
Konami coin-op and consumer separates

Konami Co. Ltd. recently announced the official separation of its United States coin-op and consumer divisions. Under this reorganization, the consumer division operating as Konami of America has established new offices in Redwood City, Calif., under the leadership of chairman and CEO Mr. Makoto Sano.

As of last month, the coin-op amusement machine division will operate under the new name Konami Amusement of America Inc. Based in Buffalo Grove, Ill., its new president, Mr. Akira Kinebuchi, will head Konami Amusement of America.

Mr. Kinebuchi will be responsible for all operations in the newly consolidated divisions of Konami's United States coin-op sales and marketing and the former Konami Computer Entertainment Chicago, its research and development facility. According to Mr. Kinebuchi, the recent move "reconfirms our commitment to provide the highest quality and most enjoyable games in the coin-op market."

Game Developer magazine devotes special edition to Public PC project


Sponsored by an educational grant from the National Amusement Network (NANI)
DEVELOPING GAMES for the PUBLIC PC
SPRING 1998
A SPECIAL EDUCATIONAL SUPPLEMENT
Game DEVELOPER
PRODUCED BY
PAGE 3
OVERVIEW of the Public PC Initiative
PAGE 10
CASE STUDY Porting Monolith's Claw using DirectArcade
PAGE 17
CASE STUDY Developing Immersia's KickIt

Game Developer Magazine, a publication largely devoted to the interest of PC and console game developers, recently published a special educational supplement entitled Developing Games for the Public PC and sponsored by an educational grant from AMOA's National Amusement Network Inc. (NANI).

The issue contained three articles: "Public PC Overview: The Very Public Game Market," by freelance writer Omid Rahmat; "Porting Games to the Public PC," by Monolith Productions Matt Saettler and Scott Pultz, and "The Open Arcade Architecture: It's Almost There." (See sidebar story for more on the third article penned by Joseph Deutsche, CEO of Interactive Light's software subsidiary Immersia Ltd.)

Rahmat's overview article begins by proclaiming an upcoming Renaissance in the arcade industry, "one in which its future is linked to the future of out-of-home entertainment. Spearheading the coin-op games market move into the 21st Century is the National Amusement Network Inc." From there, it dives headlong into the politics of the Arcade PC or Public PC initiative, delineating the divergent positions of NANI and the Intel-backed Open Arcade Architecture Forum.

The two camps diverge over the need to drive PC-based video games with high-end Intel Pentium II processors or less powerful PC chips. "Intel's agenda doesn't necessarily jibe with the needs of the industry, and the coin operators are not necessarily enthusiastic" the writer states. Immersia's Deutsche takes issue with this position in another article in the special edition in which he argues that using anything less than cutting edge technology defeats the purpose of utilizing PC technology in the out-of-home market.

NANI's plan for the industry sets its sites on many locations, "the bars, the pizza joints, the airports that can accommodate a small, profitable coin-op game but may not be suitable for big location-based entertainment cabinets or expensive, cutting-edge action machines," Rahmat writes. "NANI wants to make sure that game developers see the opportunity in addressing the two million coin-op game machines, rather than thinking purely in terms of the high-end video game machines."

NANI founder John Klayh argues in the article that a focus on high-end, action titles in the arcade industry not only drove the need for proprietary hardware but also produced myopia when it came to new concepts in entertainment such as the Internet. "'Because the arcade industry equipment was proprietary and not able to offer the flexibility of PCs, the coin-op industry wasn't able to explore projects that may have tapped the Internet and other business models, which weakened our lead in the delivery of new entertainment models,'" Klayh is quoted as saying.

See SPECIAL *GAME DEVELOPER* on page 32

Interactive Light trades on its experience in PC development

Having blazed a trail in the development of high-end, PC-based video games, Interactive Light and its software subsidiary Immersia are now playing a crucial role in Intel's Open Arcade Architecture Forum and its attempts to bring personal computer technology to the out-of-home entertainment marketplace.

An article published in the recent special supplement from *Game Developer* magazine details these efforts and discusses both the strengths of using PC technology and some of the questions that remain. The article entitled "The Open Arcade Architecture: It's Almost There," was written by Immersia president and CEO Joseph Deutsch.

"There are a number of reasons why the PC is an excellent platform for coin-op," Deutsche writes. "First and most important to us as software developers is the fact that the PC, specifically the machine defined by Intel's Open Arcade Architecture (OAA), is a well-defined standard, as opposed to the dedicated electronic game board found in many arcade games today."

Immersia launched its own Arcade PC efforts before the PC coin-op invasion because it saw opportunities including floppy disk and CD-ROM software updates, advertising capabilities, and the ability to customize game content for certain locations and occasions. The company also developed

See PC DEVELOPMENT on page 32

Special *Game Developer* issue

continued from page 31

However, this problem is solved through NANI's enabling technologies including networked tournament play supported by EDS, which can connect more than one million games to the network and maintain accounts for all players in the country, and a Microsoft/NANI interface, DirectArcade, which keeps players from deleting files on the PC, enables developers to port standard Windows games to the coin-op market, enables operators to run multiple games, provides access to any network, and supports advertising.

The article claims that NANI has already established relationships with potential advertisers and lined up several games from Monolith Productions for two games to be licensed to operators for free in exchange for ad revenues.

Despite some criticism of Intel's efforts, NANI acknowledged the influence wielded by the Open Arcade Architecture Forum and noted the progress that has been made in partnering the coin machine industry with the PC industry and bringing to market products such as Immersia's suite of operator management tools. (For more on that issue, see sidebar story.)

"One of the goals of the OAAF is to encourage sharing of the operator management technology to minimize the new market risks for its members," Rahmat wrote. "This is, ideally, the kind of thing NANI wants to see happen with its initiative, but the worry still remains that Intel's insistence on pushing its own processors is only going to replace existing proprietary platforms with one that is purely under the control of one company. NANI doesn't want to see companies such as AMD and Cyrix precluded from this initiative because developers are only targeting high-end, 3D game platforms such as those that the OAA touts."

In convincing members of the development community to look at the arcade industry, NANI offered a number of suggestions for licensing titles including affordable one-time fees, per play royalties, a percentage of revenues with no up-front fees, and a combination of all three. NANI also suggested different strategies for developing arcade games including limited number of play levels, specialized arcade levels, Internet shortcuts for at-home players to connect with NANI servers, and head-to-head play on local area networks. For more information, contact NANI, (800)886-5865; Web site (http://www.nani.org).

PC development

continued from page 31

an in-house development tool kit so it could leverage its knowledge from one title to the next while developing on a universal platform.

"By continually evolving our tool kit, we can easily boost the performance of our games in a very cost-effective manner," wrote Deutsche. "Our tool kit saves time, reduces the learning curve for future products, and helps new software engineers get up to speed with the new aspects of this platform. Our tool kit also shortened our time to market when it was used to develop subsequent titles."

Immersia is now offering its Coin-Op Tool Kit to other developers and has signed a distribution agreement with newly formed coin-op publisher Coinsoft (see "Through the Looking Glass"), which is going to recruit game developers for the arcade market. The tool kit helps developers address the following issues: game controls, operator controls, tracking earnings and statistics, security, installation, advertisement, diagnostics, the attract mode, scoring, tournament play, game localization, universal game cabinet support, and networking.

While Deutsche praises Intel's OAA initiative for its many strengths (focus on software, providing a multisource component platform, and the availability of technology upgrades among others), he also addressed a number of concerns that surround the development of PC-based games.

They include the drawbacks to running games on any version of Windows (for now Interactive Light's games run on DOS), the question of pricing games and other enabling technology, technical support of traditional coin-op peripherals or the JAMMA standard, and the debate over whether existing PC titles should be ported to coin-op. (Interactive Light and/or Immersia believes in developing new content for the arcade that only makes its way to the home after a successful arcade lifespan.)

"The coin-op market has been longing for some changes over the past few years," Deutsche concluded. "I believe the solution to many of our current arcade woes is addressed by the adoption of PC-based arcade hardware."

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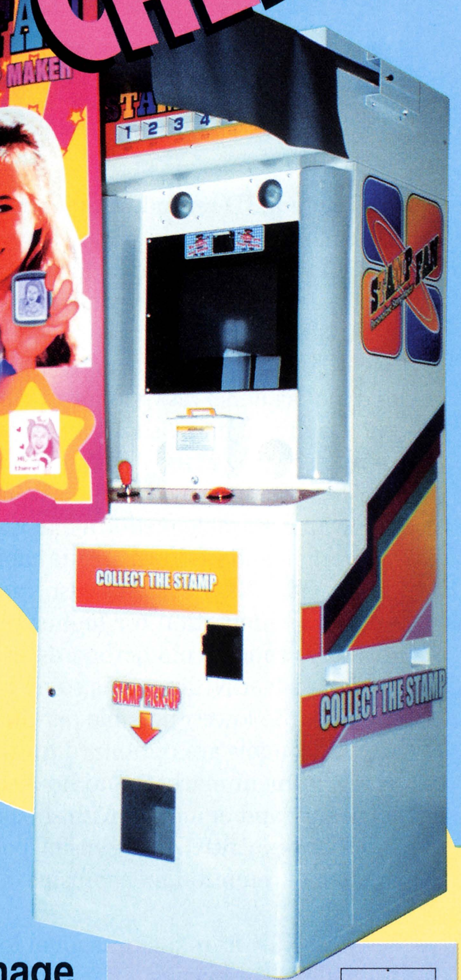
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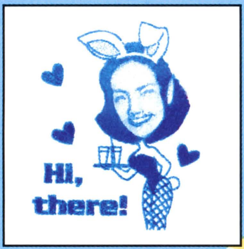

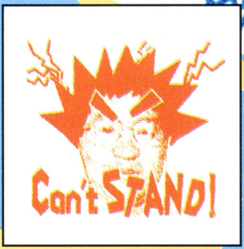

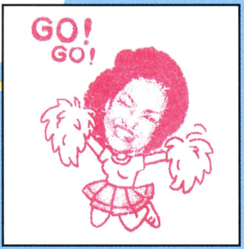

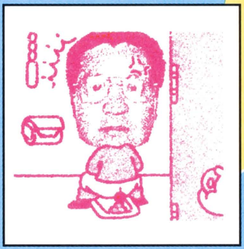

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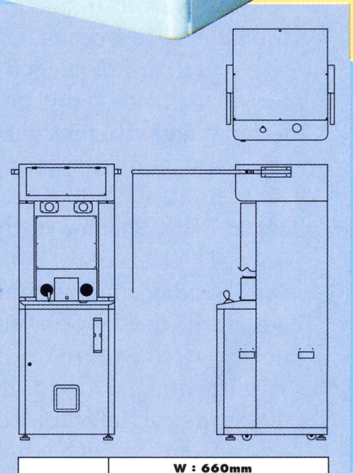

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Quantum3D announces form factor for hardware system

Quantum3D recently announced a new, low-profile form factor for its Quicksilver and Heavy Metal visual computing systems. The NLX form factor results in a compact integrated system less than five inches tall.

According to the company, this small height is especially useful for space-limited kiosks in the coin-op arcade market and multichannel rack-mount systems used in location-based entertainment and visual simulation markets. Both systems were on display at the ASI trade show.

The systems provide coin-op manufacturers and integrators with a reusable platform that is ideal for upgrading existing upright and sit-down arcade cabinets with a PC-based solution. The NLX systems also include a greater level of on-board integration for higher reliability and lower cost than conventional motherboard-based PCs.

Quicksilver NLX models come in a commercial case that provides the lowest possible per-unit cost, while Heavy Metal NLX models are optimized for the rigors of out-of-home entertainment markets and housed in a heavy-gauge steel enclosure and equipped with shock-mounted disk and CD-ROM drives, 250W auto-sensing power supply, circuit board and cable retention mechanisms, and four fans to improve cooling.

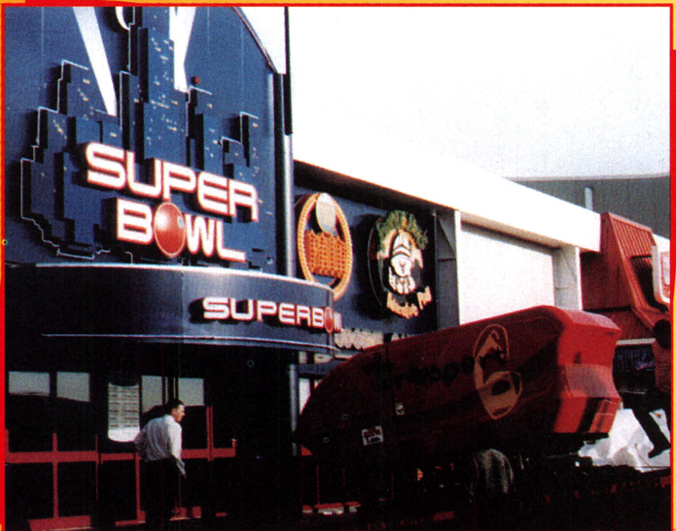
"The NLX form factor is ideal for coin-op—especially for the kit market because of its smaller size and inherent ruggedness," said company co-founder and vice president of sales and marketing Ross Smith. "Our Heavy Metal NLX system is the only 3U NLX system in the world today and we have added all the key features necessary to endure the environmental stress that teenagers can inflict on coin-op systems, which should greatly improve the mean-time between failure of the system.

"And because up-time is crucial to earnings, we expect that a large percentage of our coin-op customers will deploy Heavy Metal. LBE Systems has, and it has paid off in spades in their initial trials of the arcade version of *Quake*."

Based on the Intel 440LX chipset and NLX motherboard, the new models feature integrated 3D audio, 10/100 Mbps Eternet, USB, and both AGP and PCI graphics capabilities. Both systems employ Quantum's own Obsidian2 real-time 3D accelerators based on the Voodoo2 chipset from 3Dfx Interactive, featuring either 90 or 180 megapixels per second trilinear filtered texture fill rate performance.

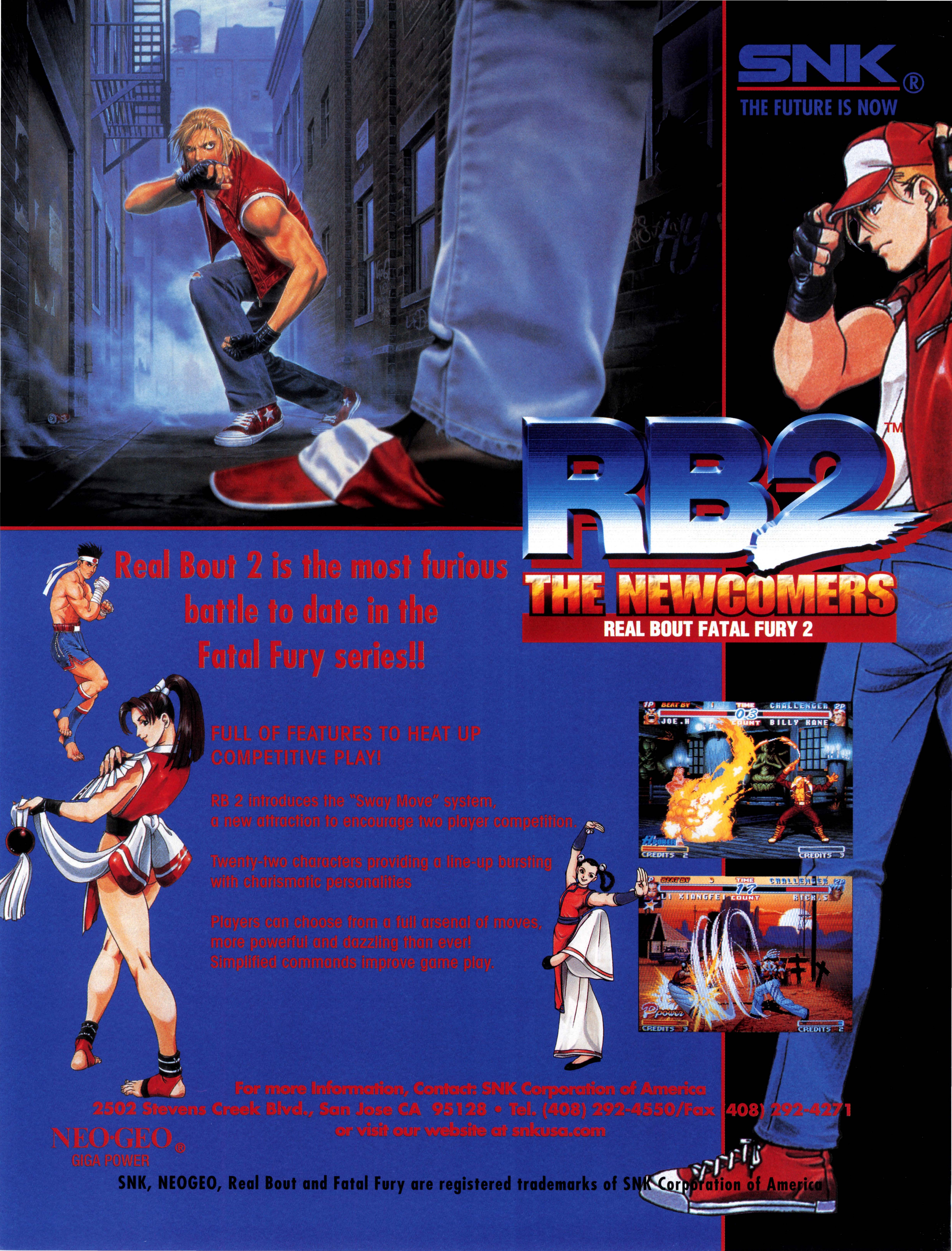
For coin-op or LBE applications, a unique feature of the systems is an optional on-board software authentication feature that provides Quantum3D original equipment manufacturers and integrator customers with enhanced software anti-piracy protection.

Both Quicksilver and Heavy Metal capitalize on the Open Arcade Architecture platform specification to bring the benefits of PC-based development to the coin-op and LBE industries. For more information, turn to "Through the Looking Glass" in this issue or check out the Open Arcade Architecture Forum Web site (http://www.openarcade.com).



Doron rolls a strike

Doron Precision Systems, through its European dealer The Smiling Lion Company, recently installed its newest entertainment simulator, the Transport 6, at First Leisure's Super Bowl facility in Feltham, Middlesex. The Super Bowl incorporates a themed restaurant, multi-screened cinema, and bowling center.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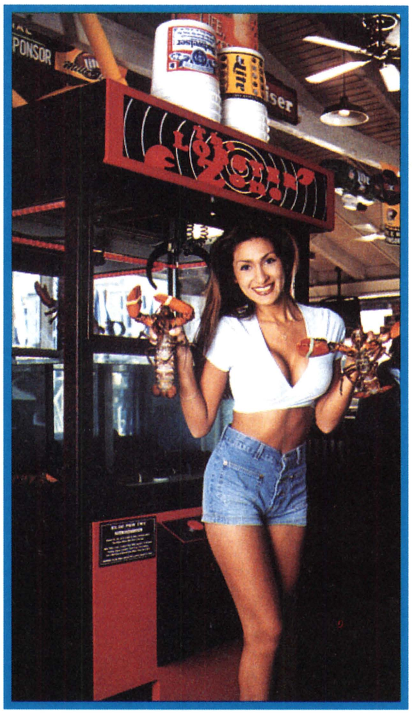
Lobster Zone exceeds expectations at AGE

The introduction of the unique *Lobster Zone* skill crane has exceeded all initial forecasts, according to Advanced Games & Engineering (AGE) president J.R. Fishman. AGE spent three grueling years in research and development of the *Lobster Zone.*

"The *Lobster Zone* is a mechanical and electronic game of skill in which players compete against a pre-set level of difficulty," said Fishman. "It also pits the player against not only the machine itself, but also against live lobsters with the thrill of an actual hunt. The *Lobster Zone* rewards the skillful player with a tasty prize, the caught lobster that will be cooked at no charge by the restaurant."

At $2 per play, the game guarantees a profitable return for operators while providing a true attraction for location patrons. The unit features painted stainless-steel cabinetry, attraction lighting, neon gel sign, and great sound effects. With a fully insulated tank and windows, it is a self-contained seafood system that keeps lobsters in a perfectly balanced state of health and liveliness.

From a business viewpoint, Fishman said the new attraction has created a revenue stream for the bars and restaurants in which it has been installed. The development story of the *Lobster Zone* begins in the "uncharted waters" of live seafood vending, requiring ocean-like water conditions in order to produce the best tasting lobsters. Simultaneously, the company's engineers were required to develop a game that is easy to maintain and offers an attractive game play format, unit design, and win ratios.



The introduction of the unique *Lobster Zone* skill crane has exceeded all initial forecasts by Advanced Games & Engineering.

AGE team members spent night after night in a Ft. Lauderdale bar and restaurant where prototypes were developed and tested. "We had to solve the problems of electronics and salt water, and there were not many components on the shelf to resolve those issues," Fishman explained. "We had to create them and the entire machine had to be designed to pass certified testing laboratory standards. Without an understanding establishment owner, it would have never been possible. The bar was truly our research and development lab."

AGE reportedly invested close to $2 million in the project, which required seven generations of product development to come to fruition. "The resulting *Lobster Zone* yielded a new sport game that creates a pattern of addicting play as well as the thrill of pursuit with the ultimate combination of eye-hand coordination required for success," concluded Fishman. For more information, contact AGE, (954)527-0907; Web site (http://www.advancedgames.com).

IAAPA supports parental advisory system for videos

At a meeting of its board of directors earlier this year, the International Association of Amusement Parks & Attractions voted to join forces with the AAMA, AMOA, and IAFEC in support of a voluntary coin-op video game parental advisory system.

The advisory system will provide a parental advisory disclosure message informing customers about the content of the game in either the artwork of the game or in a color-coded sticker affixed to the game header. At the discretion of the game manufacturer, a disclosure message may also be included in a game's attract mode.

Posters and other information about the coin-op video game parental advisory system will be posted when feasible at locations where children have access to games. IAAPA will assist in the distribution of the materials to its members. Interested IAAPA members can contact vice president of governmental affairs Randy Davis.

Wyoming association announces show dates

The Wyoming Wholesalers and Coin Operators Association will hold its annual convention Aug. 13-15 at the Jackson Hole Resort Hotel and Conference Center in Teton Village near Jackson, Wyo.

Events include a golf tournament at the Arnold Palmer designed Teton Pines Golf Club, a white water raft trip on the Snake River, the annual banquet, a business meeting, and more.

For more information, contact executive director Tom Jones, (307)635-8524 or write to WyWCOA, P.O. Box 2270, Cheyenne, WY 82003.

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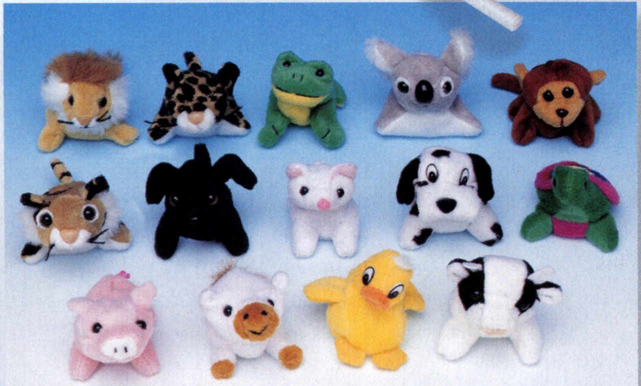

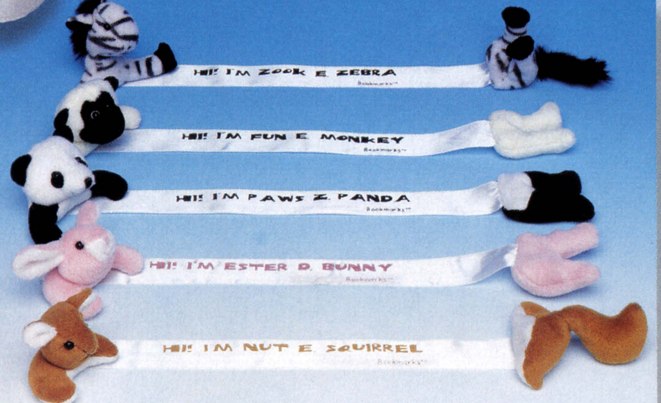
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LaserTron and Putt Putt Golf & Games plan opening

LaserTron Inc. and Putt Putt Golf & Games have joined forces to bring the former's Ultimate Laser Action Game to one of Memphis' premier family entertainment center complexes. Featuring a 6,500-square-foot custom arena designed by Tron Development–a division of LaserTron–the new facility will be housed in a 7,500-square-foot building constructed as an addition to the existing Putt Putt Golf & Games location.

Owned by industry veteran Aubrey Smith, the location features three miniature golf courses, a state-of-the-art game room, batting cages, bumper boats, a driving range, and a Super Trak for go-kart enthusiasts. "We're excited about LaserTron and believe it will have a big impact on attendance and party sales," said Smith.

LaserTron will manage and operate this new corporate facility in cooperation with Putt Putt. The facility will incorporate LaserTron's vest packs, phasers, and game software including some yet-to-be-announced features that will set new standards for the industry, according to the company. An opening is tentatively scheduled for late this month.

ASI attendance tops 6,400, organizers say

ASI '98 was dedicated to the memory of the late Joe Dillon.

Attendance at late March's Amusement Showcase International held at the Sands Expo Center in Las Vegas topped 6,400 with an 11 percent increase in buyer attendance compared to the previous year and a three percent increase in total attendance, show organizers reported last month.

"ASI is the right show, in the right place at the right time of year for this industry," said Mike Rudowicz, president of AAMA, which sponsors the show. "ASI is very focused on its target market and committed to developing programs that give operators more reasons to attend in the spring and more reasons to use ASI as a forum for new product introductions."

International attendance at the show totaled 900, and next year's ASI has been certified by the U.S. Department of Commerce's International Buyer Program.

As many as 60 attendees also participated in the Redemption Field Trip, which visited three Las Vegas locations and was organized by Rich Cobb, Ed Zeyak, and Kim Lawrence of Fun Center Software. The Operator's Party drew more than 850 people and was sponsored by Atari, Betson, Incredible Technologies, Konami, Merit, NSM, Namco, Rowe, SNK, Sega, and Valley together with AAMA.

In honor of their longtime industry colleague, show committee members dedicated ASI '98 to the memory of the late Joe Dillon, who served as the top sales executive at Williams-Bally-Midway. Dillon was also remembered at WMS Industries' pre-show distributor gathering, where a montage of video clips from his infamous theatrical product presentations was shown.

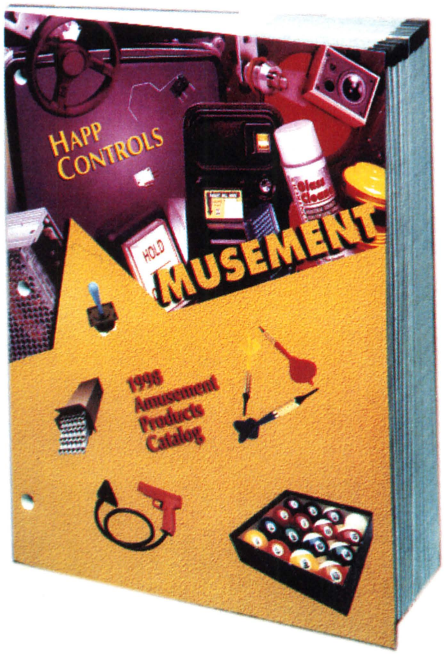
ASI '99 will take place March 11-13 at the Las Vegas Convention Center. For more information, see show coverage inside this issue.

Happ Controls introduces new amusement catalog

Happ Controls has published its newest and largest catalog with 56 pages of new products for the amusement and gaming industry. The catalog is laid out in an easy-to-use format which provides clear and concise documentation including clear illustrations, exploded views, and specifications.

New and industry standard products include: various bill validators, billiards supplies, electronic coin acceptors and coin doors, darts and foosball, driving controls, joysticks, jukebox accessories, lighting and electrical, material handling, monitors, optical guns, paint and chemicals, pinball parts, power supplies, push-buttons, security accessories, and trackballs.

To receive a free copy, contact Happ Controls, (847)593-6137; fax (800)593-4277; e-mail (info@happcontrols.com); Web site (http://www.happcontrols.com).



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BattleTech attraction installed in Indianapolis

Patrons of Sega City in Indianapolis, Ind., are now able to take to the virtual skies in Virtual World Entertainment's (VWE) BattleTech cockpits. The system, considered one of the most sophisticated civilian combat simulators, is a multiplayer interactive set of cockpits in which up to eight players can compete in a simulated 3D environment.

"We've been looking for a centerpiece attraction for quite some time," said Sega City site manager Jerry King. "We decided to go with VWE's product because of its ability to attract and retain a steady following of players. Once people play BattleTech, they get hooked. The next time they come in to play BattleTech, players bring in their friends so they can all play against one another."

BattleTech cockpits are equipped with high-resolution graphics, surround sound, seven monitors, and a military-style joystick. Each system features BattleTech, a realistic battle simulation based on the popular science fiction universe of the same name. Players pilot BattleMechs, giant walking tanks with enough firepower to level a city block, and have the ability to pre-select the difficulty of game play.

"We are thrilled, as this is our first installation with Sega and it has the makings of a great BattleTech attraction," commented VWE's vice president of new business. "As Indianapolis' premier LBE destination, Sega City's location allows us to take full advantage of our cockpit's unique design and quality presentation. Sega City also features a variety of complimentary attractions that appeal to our traditional customer base."

To date, VWE has installed the BattleTech attraction at locations around the country including Dave & Buster's, Mountain World, and Wizards of the Coast Game Center. Additional locations will be announced shortly.

Holoplex offers *Combatica*

Holoplex of Pasadena, Calif., storms the coin-op market with *Combatica*, a high impact game that lets players compete in hand-to-hand combat games the way they should—without a joystick.

Players control the full-action fighting game with no harness, sensors, or other devices to get in the way. Instead, they control the action with their whole body.

Combatica uses proprietary ThunderCam Motion Recognition technology that turns a players physical moves into dynamic action on the video screen. As a result, players can fight without any attachments which could impede complete freedom of movement. Combatica's innovative technology also is adaptable to any joystick and button controlled video game.

When players kick, punch, or jump, their game characters on a large video screen mimic the action. Adults can compete with children because this technology does not give adults an advantage. The characters on the screen are evenly matched. Any move that is normally triggered by a joystick and button on a traditional video game can also be executed by *Combatica*. The multi-use platform can be used to play any fighting game from any manufacturer. To find out more, call (626)584-8451.

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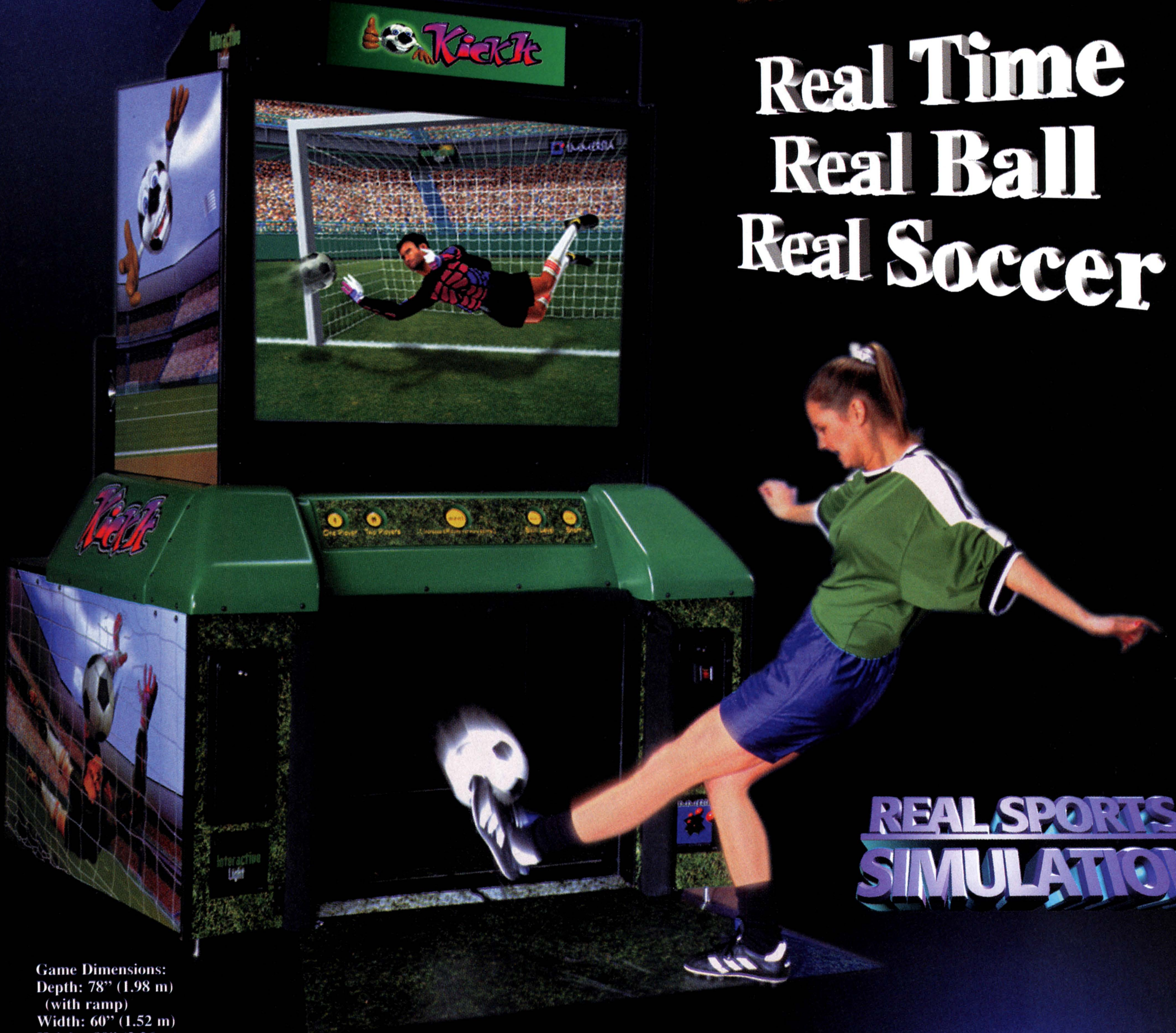

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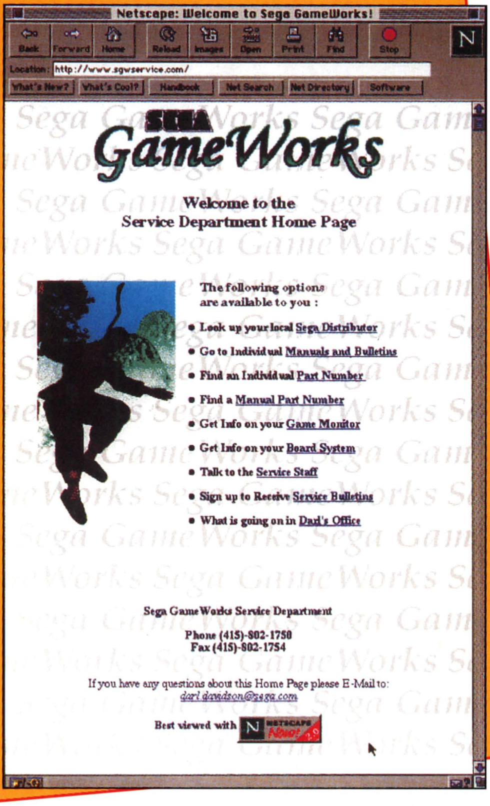

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- Sign up to Receive Service Bulletins
- What is going on in Darl's Office

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If you have any questions about this Home Page please E-Mail to:
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Lazer-Tron launches Prize Fulfillment System

Redemption game manufacturer Lazer-Tron announced last month the launch of its new system that allows operators of the game *Prize Zone* to offer players national prizes. The Prize Fulfillment System (PFS) allows players to save up Prize Bucks they win on any of the game's titles and send them in to Lazer-Tron for a prize of their choice.

Operators registering to support the PFS receive order forms and posters of the available prizes. Players can also check out the company's Web site (http://www.lazertron.com/pfs) for even more selections to choose from.

The new system allows street operators to get into the redemption game without having to offer prizes on site. *Prize Zone* games can place an encrypted authorization code on any Prize Bucks coupons that players print out. When the company receives the coupons, they are decrypted, giving the name of both the location and the operator. In turn, Lazer-Tron verifies all the amounts, then notifies the operator of the game for final verification.

Operators are billed for the prizes given out. They will include items like Nintendo 64 systems, color TVs, and even vacation packages. For more information, contact Matt Kelly, (925)460-0873; Web site (http://www.lazertron.com).

Web site specializes in family fun centers

For veterans of the family entertainment center industry or those looking to become a part of the business, there is now a site on the World Wide Web designed to provide ongoing and in-depth information. It's called Family Fun Mall.com (http://www.familyfunmall.com) and is similar to a traditional shopping mall with many areas of interest.

Everyone from game players to promotion directors and management staff can find what they are looking for as well as a few things they did not even know they were looking for, claims *Play Meter* columnist and site director Vic Fortenbach.

Visitors to Family Fun Mall.com can view other Web sites that are online by using the Find-A-Center icon that provides the most complete listing of FEC Web sites from centers around the country. Considering a promotional Web site? Again, this site will offer help in creating and displaying the site.

There is also a Marketplace section that features products and services of interest to any FEC owner/operator and a Promotion icon that leads to a section of tips for promotions and special events. The latter includes a list of over 100 holidays and events with motivational tie-ins for these special events.

Each month, Family Fun Mall.com selects the best FEC Web sites and showcases a selected one under the Featured Site icon providing viewers with an opportunity to learn from their colleagues and showcase their work in cyberspace.

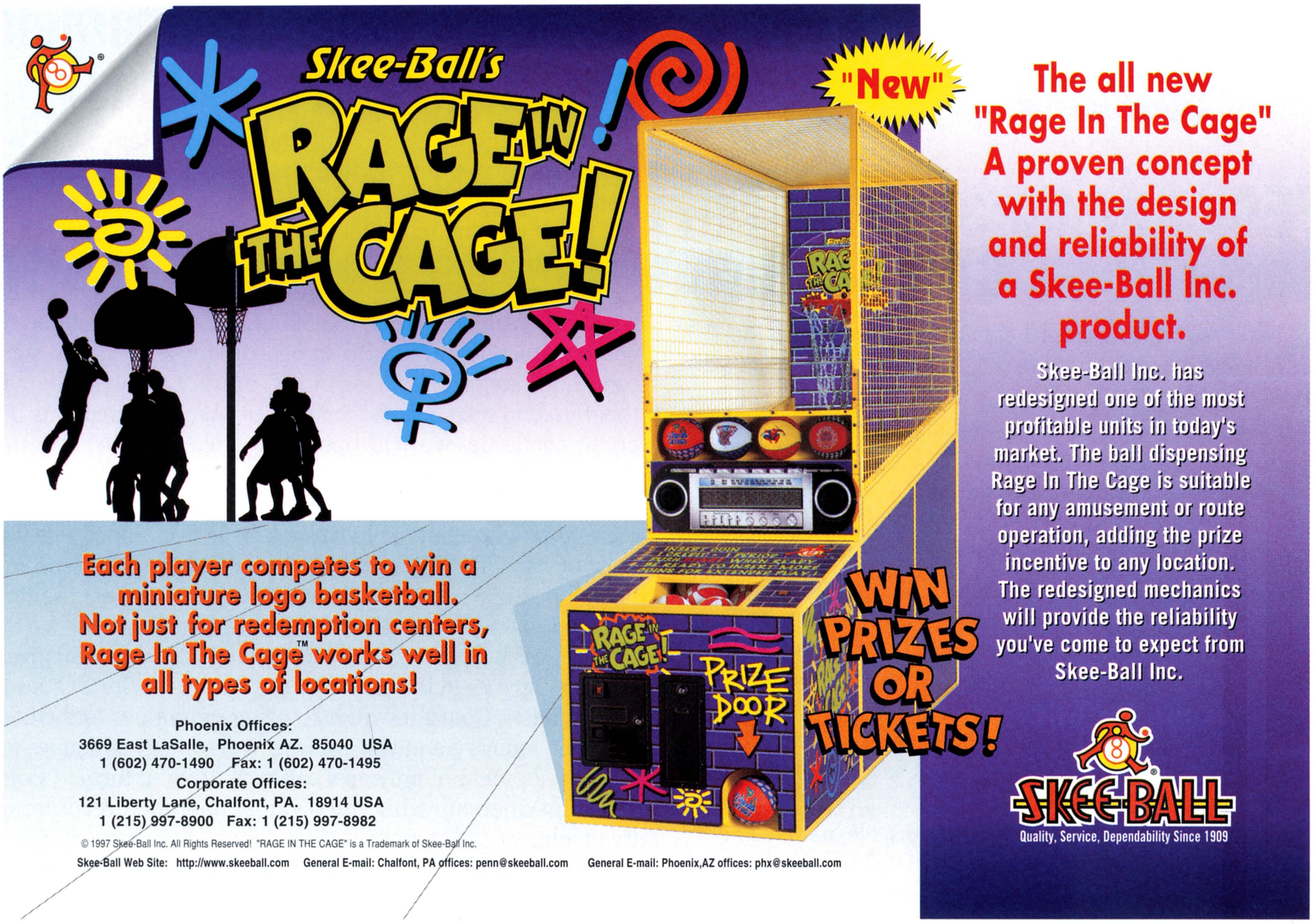
For more information, check out Family Fun Mall.com (http://www.familyfunmall.com) or contact Fortenbach, (760)322-4000; e-mail (moreinfo@familyfunmall.com).

Smart Industries shows off Smell Blitz feature

As part of its ASI '98 exhibit earlier this spring, Smart Industries showed one of its Candy Cranes prototyped with Fragrance Technologies' Smell Blitz! Chamber, bathing the player and passers-by with the smell of peppermint candy, both during game play and in the attract mode.

Fragrance Technologies' vice president of sales Jim Gildart, who worked in conjunction with Jeff Smart and his engineering staff, said he is confident that utilizing the sense of smell is a new way to attract and retain customers, enticing them to play the game multiple times.

Fragrance Technologies is a supplier of entertainment fragrances and dispensing equipment to manufacturers in the coin-op industry. For more information, check out the company's Web site (http://www.fragtech.com) or contact the company, (407)876-7336; fax (407)876-9292; e-mail (fragtech@fragtech.com).



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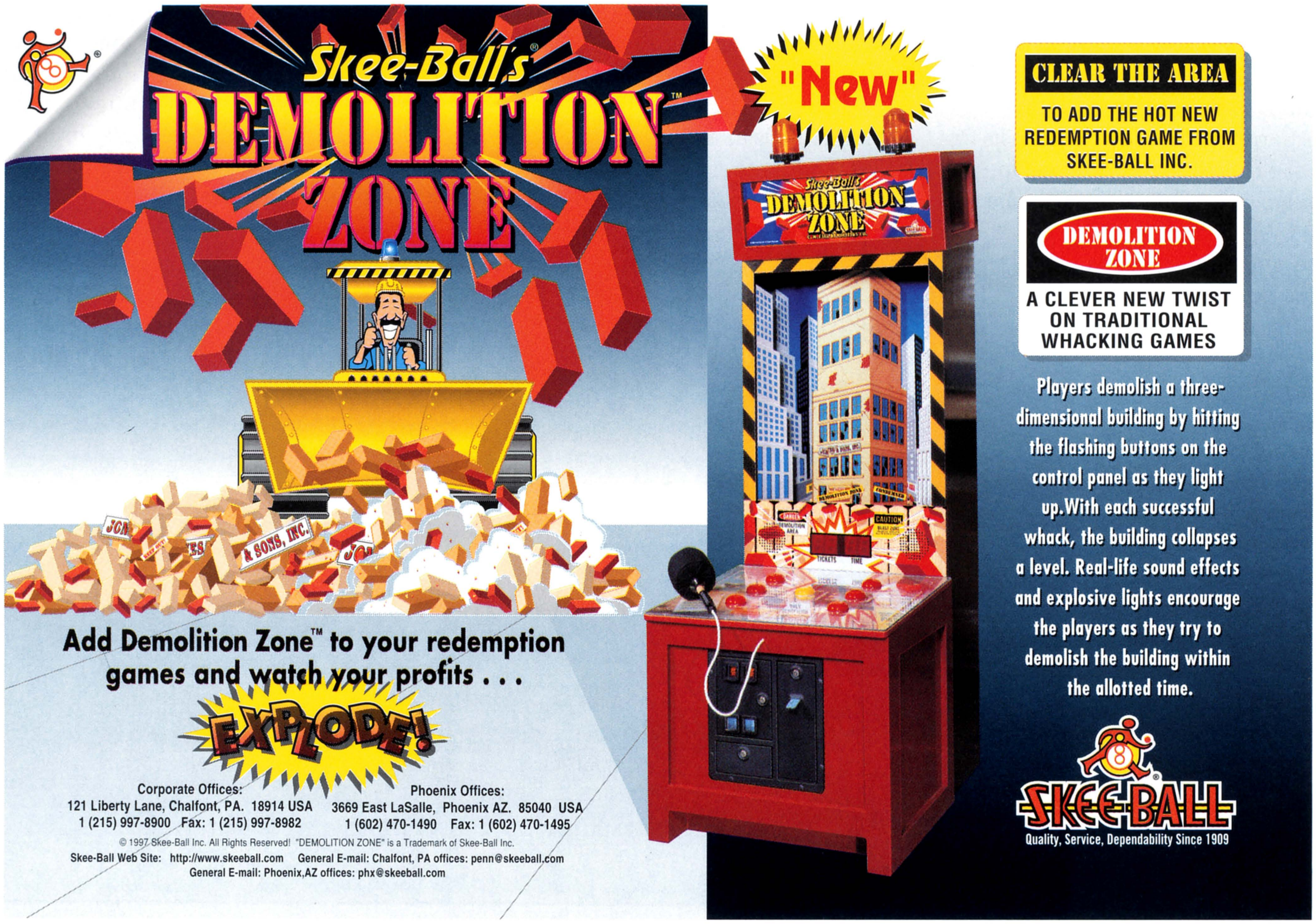

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General E-mail: Phoenix,AZ offices: phx@skeeball.com

FECs and theaters install LaserTron's Ground Zero

Laser tag manufacturer LaserTron recently announced the installation of its Ground Zero laser shoot-out arena at Sports Plus in Lake Grove, N.Y. Sports Plus is an upscale family entertainment center (FEC) on Long Island which also features a LaserTron laser tag arena, NHL regulation-size ice rink, a 48-lane bowling center, and an Iwerks motion theater.

Another large FEC, Swings 'N Things in Olmstead Township, Ohio, near Cleveland will also be featuring Ground Zero. "Part of a soft playground structure is being replaced by a 28-player Ground Zero," said location owner Tim Sorge. "The anticipated ROI is extremely attractive and Ground Zero allows us to have a laser game without building a new space."

The first Ground Zero opened at Regal Cinemas' Funscape in Brandywine, Del., last June. A second followed six months later at a Funscape in Ft. Lauderdale, featuring 30-foot ceilings, multitiered player positions, elevated fusion domes, and floor pendulums.

Future designs will incorporate up to 12 pendulums, and sci-fi theming and a storyline are also in the final stages of development. LaserTron is under contract to deliver two additional Ground Zero attractions to Funscapes in Syracuse and Rochester before Memorial Day. The attraction was designed for high-traffic entertainment destinations like Funscape, where space is at a premium.

Carmike Cinemas will open its first Ground Zero this month at the Hollywood Connection in Valpraiso, Ind. This is the second of three entertainment centers joint ventured by Carmike and Wal-Mart stores. Under the agreement, Wal-Mart supplies prime locations and overseas real estate and development aspects while Carmike manages the locations.

St. Louis-based Wehrenberg Theatres is also adding Ground Zero to its new 18-screen megaplex in St. Charles, Mo. The company's theaters feature expanded family entertainment facilities and specialty food concession areas aimed at birthday parties and other social gatherings.

Betson arcade chain targets entertainment locations

The new themed family entertainment center opened last year in Orange, Calif., by Betson Enterprises is the first in a planned national chain of medium sized game rooms that will target entertainment locations, according to Betson CEO Peter Betti.

The first Garage, as the chain will be known, is a 9,500-square-foot site located in the Stadium Promenade shopping center, which features a 25-screen cinema as well as restaurants and retail stores. "Our model calls for megaplex movie theaters and restaurants," said Betti. "As good locations become available, we will open new locations. We are not GameWorks or Namco. We are somewhere in between."

Betson is currently working on at least half a dozen different leases, with the next location scheduled to open late this year or early in 1999. The next two Garage locations will likely open in Southern California as well. (See next month's issue for an in-depth look at the first Garage location.)

In other company news, Betti said H. Betti Industries' partnership role in the newly formed publisher for PC-based video games, Coinsoft, will help bring more titles to the coin machine industry and will contract with other companies for the development of universal cabinets. H. Betti formed Coinsoft in partnership with video game manufacturer Interactive Light.

"We are in discussions with a number of developers," he said. "Coinsoft is there to develop for the highest level PC specification, although we will probably be involved in some other levels of PC development as well."

In remarks at an ASI seminar, Betti said he saw the Arcade PC initiative as a way of introducing new content to the market and not as a replacement of the current structure. Traditional video game companies will continue to hold a leading position in the industry even as a second tier of PC-based games emerges, he said. (For more on this subject, see this month's "Through the Looking Glass" column.)

Earnhardt and Huebler strike deal on cues

Paul Huebler of Huebler Industries, manufacturer of custom cues and cases, and Russ Leicht Jr. of Grand Motor Sports have joined forces to manufacture and sell a line of Dale Earnhardt signature cues and cases.

Earnhardt, a seven-time NASCAR Winston Cup champion and the 1998 Daytona 500 champion, is one of the greatest drivers in NASCAR history. Huebler said, "I am excited about this opportunity to work with Grand Motor Sports and am honored to have Dale Earnhardt's name on my cues. NASCAR racing has become one of the fastest growing spectator sports and I believe that our involvement will get more racing fans involved in billiards."

Leicht added, "I look forward to working with Mr. Huebler and his entire staff. I have visited the Huebler plant and have seen the quality and craftsmanship in these cues and cases. I look forward to selling these cues and cases to the billiard industry."

The signature series will consist of four different cue models and cases and Huebler noted that only 100 of each model will be manufactured. The cues, licensed by Dale Earnhardt Inc. and Action Performance Companies, will be numbered to guarantee authenticity.

Huebler Industries and Grand Motor Sports will be introducing more NASCAR drivers' collectible cues later in the year. For more information, call (704)670-1319.

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Valley creates two corporate divisions

Dave Courington

Scott Schroeder

In a move aimed at enabling the company to better support a growing and increasingly divergent line of products, Valley Recreation Products recently announced the creation of two new divisions, one that will focus on table games and another that will direct its energies to electronic games.

"By taking our hard assets like plants and equipment and research tools and realigning them with our soft assets like people and their unique expertise, the end product of this realignment is having the very best people working on what they know the very best, using the very best tools we have," said company president and CEO Dick Shelton.

"There are now fewer corporate hoops that our people and their ideas have to jump through to make things happen," Shelton continued. "Their efforts should be far more focused, the results of those efforts, far more immediate."

The Table Games Division will be responsible for all Valley's pool tables, cues, foosball, and table hockey–both coin-op and consumer lines. Respected industry veteran Dave Courington will continue to serve as vice president of sales, and the division will be housed at the company's table games manufacturing facility in Bay City, Mich.

"Now my team can focus totally on the table games we know best and give our operators an even greater measure of support so that they can get an even greater measure of return from their Valley foosball, pool, and hockey tables," said Courington.

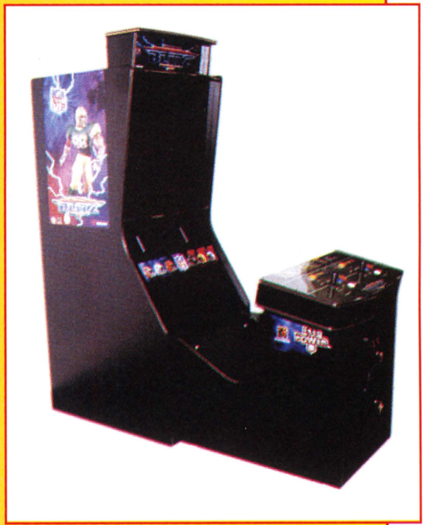
According to Courington, a greater measure of support means "helping operators get into traffic-driving locations like the Valley National Eight-Ball Association (VNEA) and the new Valley International Foosball Association (VIFA), building player-boosting state tournament structures, and essentially making sure our operator customers have every bit of information and every tool we have to increase their route profits."

The Electronic Games Division will be responsible for such products as electronic darts and accessories. It will be headed by former vice president of marketing Scott Schroeder, who has been promoted to vice president and general manager of the newly formed division. The division will be based at the company's electronic games manufacturing facility in Sycamore, Ill.

Schroeder, whose duties now include overseeing operations, sales, and marketing of Valley's electronic dart machines, will be relocating to the Chicago/Sycamore area. "While the dart market has been hard hit by the industry downturn, I believe there are great opportunities for darts in the coin industry, especially our Valley operators," he said. "They will be seeing even more from Valley in the way of league and tournament support, even quicker reaction to their ideas and suggestions, and innovative new features on our dart products."

Shelton said the effect of these changes might not be evident at first. "But the changes behind the scenes should have a strong, positive effect on our ability to both develop product for operators and then support that product once it's out in the street," he explained. "We will be making further announcements on the details as we put the pieces in place."

Fun Co. debuts new showcase cabinet



Fun Co. LTD.'s Model ES-33

Fun Co. LTD. has responded to requests from operators and distributors across the county and redesigned the old traditional style 31-inch/33-inch cabinet and released a new true showcase Model ES-33.

Standard features on the new model include a 33-inch switchable CGA/EGA Pentranic monitor, tempered-glass on both the monitor and marquee, a removable marquee for shipping and moving, front accessibility to the monitor and game board, 200-watt computer power supply, and dual quarter over/under coin door.

In addition, setting up and moving are easy thanks to the two-piece design and quick-connect super JAMMA harness which disconnects in the middle.

Fun Co. LTD. offers standard options such as the over/under door with quarter and dollar bill validator opening or separate dollar bill validator door. The company has addressed the need to reduce glare from overhead lights reflecting back onto the monitor glass.

Cabinet dimensions are 31-3/4" wide x 75-1/2" deep x 85-1/4" high with marquee (without marquee 77-5/8"); the keypad is 42-1/2" wide. For more information, contact Fun Co. LTD., (800)808-5554; or (608)562-5558; fax (608)562-5913.

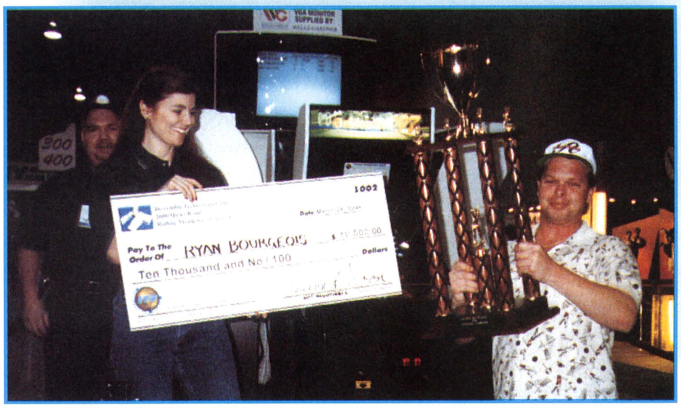
Mars Electronics to open new facility in Mexico

Mars Electronics, a leading maker of electronic payment systems based in West Chester, Pa., has announced plans to open a new manufacturing facility in Queretaro, Mexico, later this year. The facility will join the company's existing plants in West Chester, the United Kingdom, and Switzerland.

"The new facility in Queretaro will help Mars meet increasing demand for its products in the growing Latin American marketplace," said global manufacturing director Alan Ravenhall. "Among the products that will be produced there are coin changers, bill acceptors, and other payment systems products that will be sold in Central and South America."

By opening the new plant, Mars will add much-needed manufacturing capacity while it also reaffirms its long-standing belief that manufacturing resources should be distributed throughout the market it serves. The company also supports the production of goods near the intended markets whenever possible.

The company chose Queretaro, Mexico, because it believes Central and South America offer significant opportunities for growth and because the new plant's location–approximately 180 miles northwest of Mexico City–is ideal for serving customers throughout Latin America.



Ryan Bourgeois picks up the $10,000 winners check from Elaine Ditton of Incredible Technologies after prevailing in the company's National Playoff Tournament, held live at ASI '98.

Incredible Technologies holds national playoff

Incredible Technologies held it second live National Playoff Tournament at the ASI show in late March in Las Vegas to the delight of a throng of industry spectators. Three dozen of the best *Golden Tee '97* players in the country were flown for the competition. They participated in the two-day event for cash prizes of over $45,000.

The contestants were chosen during the January Qualifier II tournament, where the top six players from each of the six geographic International Tournament System regions won the chance to compete in the playoffs.

Players finishing third through sixth in their regional playoff were awarded prizes ranging from $500 to $800. In the general playoff, the fourth through 12th place scores were awarded prizes ranging from $900 to $2,000. The final round consisted of three finalists competing head-to-head on the Pine Creek Tournament Course. First place won $10,000. Second place took home $5,000. Third place won $2,500.

This year Incredible Technologies added a fully automated scoring system that continually updated a large tournament leaderboard from hole to hole, pleasing spectators as well as competitors. Large external monitors displayed the game screens to the crowd.

Ryan Bourgeois of Houston was the grand prize winner. He gained a commanding lead in the final round, but was forced to beat back Dan Bailenson, who drew within one on the next to last hole. For full coverage of the event, see next month's "Sporting Edge."

In addition to the excitement surrounding its tournament, Incredible Technologies won the Operator's Choice Award from *Play Meter* and a Gold and Platinum Achievement Award from the American Amusement Machine Association.

Merit promises new opportunity

Merit operators have an array of new products and services to look forward to in the coming year including both new game content and licensed content tie-ins, as well as expanded advertiser capabilities that will allow operators to connect their locations to national accounts, company executives told distributors at ASI '98.

In the short term, operators can look forward to enhancements to the company's XL5000 including redone card games with strategy-style graphics for jurisdictions that do not allow card games, the Mega-Link allowing machines to be linked within a location, and a tournament package with 12 tournament-ready titles and the ability to run four concurrent tournament events and utilize one prize pool.

"The tournament mode is a potential high earner that everybody should be looking at," said company president Peter Feuer, adding that a plethora of new content is in the works, ready for strategic release in the future. Other future releases will include new trivia and sports games, enhanced graphics, faster game play and processor speeds, and new databases of trivia and fresh picture content.

While its product life cycle is slowly coming to an end, Merit continues to support its earlier Megatouch system with the release of *Megatouch 6* this month, offering three new games and a new trivia database. On the darts front, Merit is releasing a full modem/communications package and the ability to update via modem/Web site for its *Scorpion DX* unit.

Marketing support from the company will include mailers, attendance at open houses and state shows, technical support, commitment to distributor financing, and participation in operator financing, the company said.

Golden Tee '98 kits arrive!

Incredible Technologies is pleased to announce that as of May 18 anxious operators and distributors can finally get their *Peter Jacobsen's Golden Tee '98* kits. The new version of the tremendously popular golf game features three new 18-hole golf courses and a new look that the company guarantees will please and challenge fans of *Golden Tee '97*, winner of *Play Meter's* Operators' Choice Award for Excellence.

The new Palm Grove course offers a lush Hawaiian tropical atmosphere, Bayou Bend takes place in the swamps and marshes of Louisiana, and Arbor Hill reflects the wooded majesty of a New England autumn. The course layouts have been designed to challenge the experienced player, without frustrating the novice. Plenty of extra elements and hidden surprises have been added throughout the courses.

In addition to offering *Golden Tee '98* in both kit and dedicated formats, cocktail and countertop versions are also available. All of the models come with a new and distinctive cabinet marquee to advertise the new courses to players.

Chip update sets will be available on May 18 as well for those operators who wish to update their existing game to the new '98 courses. There are a number of different chip sets available based on the AAMA serial number on the existing game. If you wish to update one of these games, call your distributor with the serial number so they will be sure to stock the correct number and type of update sets.

For more information, contact Bulldog Amusements at (425)869-6400, Incredible Technologies at (847)870-7027, or your local distributor.

In Memory

DON SHIMEL

Industry members join with J-S Sales Co. of Mount Vernon, N.Y., to mourn the loss of company president Don Shimel who passed away March 7 of a heart arrhythmia. He was 49.

Don Shimel at the Jan. 31 live broadcast of the Ultimate 9-Ball Challenge at the ESPN Club at Epcot Center in Disney World.

Don had recently traveled to Bristol, England, and had returned to the office just days before he became ill. Don is survived by his wife Helaine and daughter Lauren, also his sister Janet who continues to run J-S Sales as chief operating officer. The company was founded by Ben Shimel in 1943. Janet remembers that she and Don grew up around games and the amusement industry.

Janet commented that the billiard, bowling, and amusement industries have lost one of their greatest innovators and ambassadors. A testament to his dedication can be seen in his commitment to the industry. Don was a past president of the Billiard and Bowling Institute of America, in his second term as president of the Billiard Congress of America, served as a board member and public relations director for the World Confederation of Billiard Sports, and was on AMOA's Industry Standardization Committee.

Mike Geiger of D & R Industries was one of Don's lifelong friends. Mike said, "Don did a wonderful job for the Billiard Congress of America with his efforts to get billiards into the Olympics. Last year at our trade show he got 145 people from 65 different countries to attend a week-long conference before the show to discuss billiards on an international basis. It was amazing. On a personal level, I never had a better friend."

Don was a tireless worker for his favorite charity—the Coalition for the Homeless/Midnight Run. He was a familiar sight collecting clothing, shoes, blankets, and food, then going into Manhattan's inner city subways to assist the homeless who gathered there to escape the elements.

Anyone wishing to help carry on the work of this charity in Don's name can contact the coalition at 97 Main St., Dobbs Ferry, NY 10522.

DAVE TRITTEL

On March 7 the industry lost 32-year veteran Dave Trittel of Dynasty Amusements and V & M Video Poker Co. Inc. in Metairie, La. Complications after peripheral vascular disease and subsequent cancer surgery claimed his life at the age of 52.

Dave Trittel

"Dave was always there to help you; that's the kind of person he was," said longtime friend Gary Domino of Morgan City, La. Dave started his coin-op career at TAC Amusement in New Orleans, La., where he became friends with fellow operator and *Play Meter* founder Ralph Lally.

Another friend of 30 years, Joe Baggett of Players Amusement Service in Abita Springs, La., said, "Dave and I worked together for a long time. He knew electronics and we hit if off. He could fix all types of coin-op amusement devices; he could fix anything. I relied on him often and I'll miss him."

Dave's talent for electronics dates back to high school where he repaired the electric typewriters in his typing class. He left the amusement business for a short time but his well-known expertise resulted in frequent calls to handle unusual machine problems, and soon he returned to the industry.

Dave is survived by his wife Pat. He will be sadly missed by all his friends in the southern coin-op community.

King's Island installs Laser Star attraction

Dr. David Peretz, president of Laser Star Technologies, announced that his company has installed the SOLO-D version of its SOLO Laser Tag System and Arena in Paramount Park's King's Island in Cincinnati, Ohio.

The SOLO-D version, which has a display window on the gun for scoring, operates without the use of vests, cords, or headsets typically used with other laser tag equipment. Because of these innovations, the SOLO was awarded the 1997 Golden Token Award for Best New Product by the International Association of Family Entertainment Centers at the 1997 Fun Expo.

Torrey King of Paramount's King's Island said, "The concept of 'nothing to wear' is very appealing. The SOLO system will allow us to put more guests through per hour than we could with our previous system."

New service from Lazer Runner

Edmonton, Canada-based Ascension Productions, manufacturers of Lazer Runner Laser Tag Systems, has introduced a customer site analysis package, which will utilize the company's extensive data bases to assess the feasibility of laser tag in prospective locations.

This unique new service was developed to help customers make a decision about including laser tag in their centers. By examining the populations, climate, and economy of centers in similar locations, Ascension's staff can approximate revenue potential should the customer decide to add laser tag. Sales manager Doug Wilson explained, "With competitive pricing among laser tag companies, developments in customer service are becoming a primary focus as they have in numerous other industries. With over 300 Lazer Runner systems worldwide, we have more resource data than any of our competitors. By making this information available to prospective customers, we are giving them a realistic idea of potential revenue in their site. The program has been a hit!" If you want to know more, call (403)496-9058.

Have You
HEARD
?

☛ AMOA legal counsel recently informed the association that a Supreme Court ruling on parallel imports in the hair care products industry does not substantially change the law on public performance of a parallel import video game. "This does not change the situation as far as our attorney Elroy Wolfe is concerned," AMOA president Don Hesch told *Play Meter*.

☛ TouchTunes Digital Jukebox has grown its way into a new 14,000-square-foot office space and added to its technical staff and finance departments. The company's headquarters are now located at 3 Commerce Place, 4th Floor, Montreal (Nun's Island), Quebec H3E 1H7 Canada, (514)762-6244; fax (514)762-6483.

☛ PlayNet Technologies, the technology-driven firm which unsuccessfully tried to introduce Internet-based entertainment products under the guidance of video game pioneer Nolan Bushnell, is attempting to raise $5 million. The company is asking creditors to accept payment in the form of company stock at a reduced value. This move would reportedly satisfy potential investors looking to infuse the firm with new capital.

☛ Ron Getlan of Amusement Consultant and his wife Gae are among the honorees at this year's American Cancer Society Diamond Gala event May 16 at the Westchester County Center in White Plains, N.Y. Anyone wishing to assist in this charitable fund-raiser can contact Rose Aglieco, (914)949-4800; fax (914)949-4279.

☛ Jaleco USA has a new address. The company is now located at 225 Larkin Dr., Unit 4, Wheeling, IL 60090; (847)215-1811; fax (847)215-2642.

☛ The Betson/Imperial Golf Tournament will take place on June 15 with proceeds going to benefit Tomorrow's Children's Fund. For more details, call (201)438-1300.

☛ Powerhouse Technologies' subsidiary Automated Wagering International has been awarded the state of Florida's online lottery contract. Florida lottery secretary Dr. Marcia Mann signed the final order earlier this year.

☛ Cybertainment Systems has introduced a new version of its downloading jukebox, and financing is now available for two, three, or five years. Take a look at the product on the company's Web page (http://www.cyberjukebox.com).

☛ Tommy Gate Co., a division of Woodbine Mfg. and manufacturer of Tommy Lift hydraulic lift gates, is offering a new line of standard features on its traditional cable series lift gates including a removable frame box cover and several new electrical devices. For more information, call (800)543-8428.

☛ Kelly Ferree of Area Amusements in San Marcos, Calif., was awarded two free subscriptions to *Play Meter* as part of the Treasure Hunt contest at the Amusement Showcase International trade show in late March.

☛ Virtual reality manufacturer CM300 Corp. recently announced its new enhanced Cobra immersive VR system. New features include a new head-mounted display, faster tracking system, 3D graphics, and new popular games. The unit sells for as little as $12,5000. For more information, call CM300, (800)374-9506.

☛ WMS Industries confirmed that the previously announced spin-off of its approximately 86.7 percent interest in Midway Games has been completed. WMS stockholders were issued 1.19773 shares of Midway common stock for each share of WMS common stock they owned as of March 31, 1998. Fractional shares will be sold and the net proceeds will be paid in cash. The actual distribution ratio reflects 27,886,021 shares of WMS common stock outstanding on the record date ▲

Three from Konami

Konami of America recently introduced three new games including the driving video *Racing Jam,* the disc jockey game *Hiphopmania,* and the science fiction shooting attraction *Teraburst.*

Racing Jam lets players select from a choice of 18 cars including models from Honda, Mazda, Mitsubishi, Nissan, Subaru, and Toyota. A choice of three different types of courses is offered: circuit, gymkhana, and winding road. Within each course is a selection of skill levels from beginning to expert.

Players can customize settings to fit the course and car chosen including suspension, stabilizer, engine, power tires, and many other features. In addition, they can pick from automatic, semi-automatic, or manual transmission.

The game's graphics are powered by Konami's Cobra system, and it will be available in three different formats: the super deluxe with a 70" parabolic screen, deluxe with a 50" screen, and the compact single sit-down with a 27" screen. As many as eight games can be linked.

Hiphopmania is a two-player game in which each player controls a five-key keyboard and a turntable. They can choose from many different music categories including Hip Hop, Reggae, Soul, Techno, Breakbeat, and House to name a few. Each type is graded according to its difficulty.

Your objective is to complete the songs by pressing the keys and scratching the turntable in time with the notes on the screen. The notes are different colored descending lines which correspond with the different keys and the turntable. Once these notes hit a certain area, the player needs to press the appropriate key or scratch the turntable.

Hiphopmania features a practice stage, a DJ turntable-only battle, and expert level. Players with the best groove level are able to move from level to level of difficulty.

Teraburst takes players into the future. The year is 2017, and an outer space observation center has detected an invasion of UFOs. Armed with a hand-held, recoiling machine gun and automatic reloading bullets, the player's mission is to blast these aliens back into outer space. The machine guns are also equipped with a special button that allows players to fire a limited number of Napalm bombs.

The game takes players through four captivating stages, filled with unique alien characters, exciting backgrounds, and non-stop action. Each stage features different courses of attack and a variety of enemies and strategies.

For more information, or distributor referral, contact Konami of America, (847)215-5100; fax (847)215-5122; Web site (http://www.konami.com).

beatmania
beatmania

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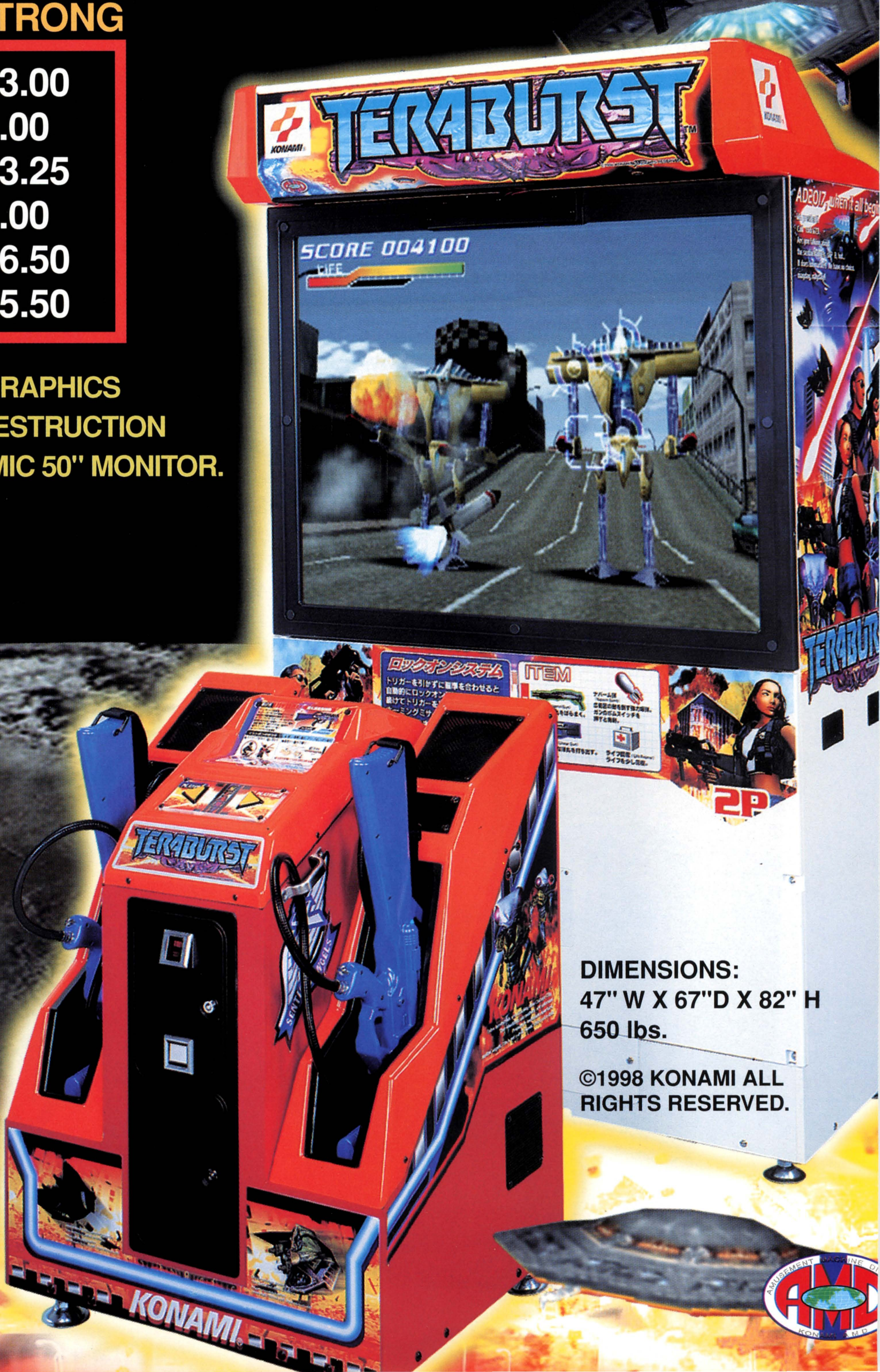
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ITEM
2P
TERABURST
KONAMI

DIMENSIONS:
47" W X 67"D X 82" H
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For More Information Contact: Konami of America, Inc.
900 Deerfield Parkway • Buffalo Grove, IL 60089
(847) 215-5100 • FAX (847) 215-5122

Roll-A-Rainbow

Lazer-Tron is pleased to announce the release of its exciting new roll down game, *Roll-A-Rainbow.*

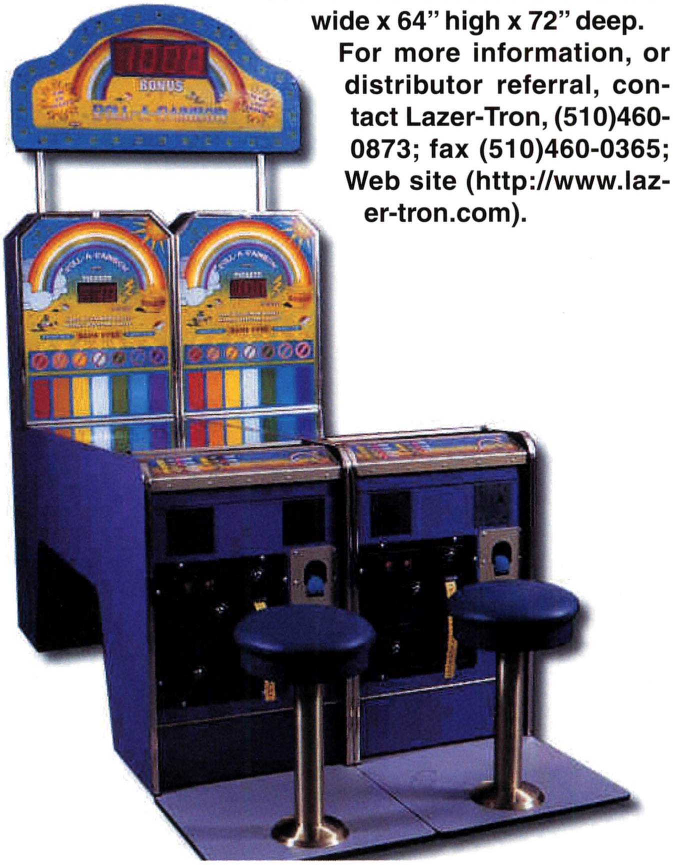
The game challenges a player's ability to roll the balls into the seven colorful target slots on the playfield. With each new color target they hit, players win more tickets. But the first time a player rolls a ball in a slot already lit, the game ends. By lighting all seven of the rainbow slots, players can win the progressive bonus.

Emotions will run high as the ball bounces around the targets, possibly ending the player's game or giving him another ball and more tickets by going in a new slot. This is a game that will never get tiring for the players as each offers a fresh challenge. It is fun for kids and adults of all ages.

Two or more units can be linked together using Lazer-Tron's Progressive Bonus Display, giving players a chance to win hundreds of tickets on a single game by lighting up all seven rainbow colored targets and winning the progressive bonus!.

Features on this programmable unit include a progressive bonus, six-month warranty, and UL, CE, and FCC certification. The game weighs 300 lbs. Dimensions are 23-1/2" wide x 64" high x 72" deep.

For more information, or distributor referral, contact Lazer-Tron, (510)460-0873; fax (510)460-0365; Web site (http://www.lazer-tron.com).



Alvin & the Chipmunks, Multi-Truck

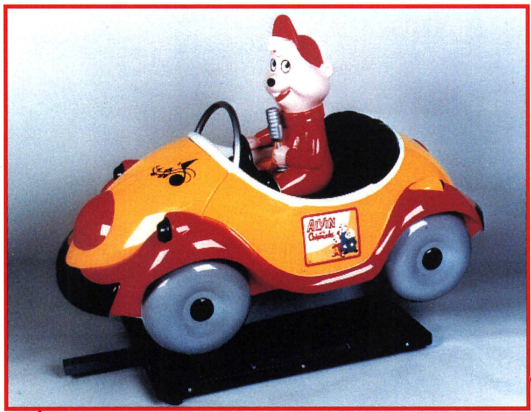
EMT recently presented two new kiddie ride attractions: *Alvin & the Chipmunks* and *Multi-Truck.*

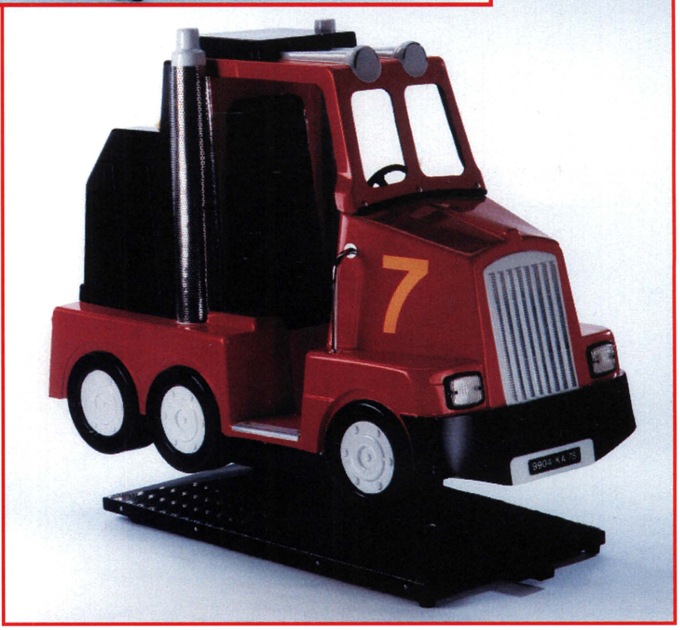
Alvin & the Chipmunks comes in two different designs including the one-seat Car ride and a Trolley ride, both of which allow young children to sit beside a Chipmunk character, riding back and forth as Alvin & the Chipmunk music plays.

The *Multi-Truck* offers kiddie ride operators a truck-like design that can be purchased in one of four different appearances: a fire engine, an ambulance, a tanker, or a dump truck. With the removal of a screw, a new back section can be installed changing the ride from one to the other.

The ride is sold with one of the four designs. Additional back sections can be purchased, making the attraction ideal for route operations that require more flexibility.

For more information, contact EMT, (630)860-5100; fax (630)860-5144 or Astro Distributing, (800)797-7066; fax (309) 786-7067.





Pro Putter Upgrade

Miniature golf is taking off in new directions. Over at Mini-Golf Inc. in Jessup, Pa., the prefabricated *Pro Putter* model course has been upgraded from a Par 50 to a Par 70 like real golf.

The units feature sand traps, water hazards, rolling hills, bunkers, two-tier greens, and the ability to change pin placement—features only seen on the more expensive cement courses in the past.

Mini-Golf features one unit with nine holes and another with 18 holes. Courses are custom designed to suit the customer's particular area. Besides this Pro Putter series, the more traditional windmills, barns, churches, and fiberglass animals are also available.

For more information, or distributor referral, contact Mini-Golf Inc., (717)489-8623; fax (717) 383-9970.

Viper Night Drivin'

Leave it to a car like the Dodge Viper to add varoom! to the pinball world in Sega Pinball's licensed silverball title, *Viper Night Drivin'*.

Game features include a dynamic soundtrack done by Slash, formerly of Guns N' Roses, and speech provided by radio personality Mancow of "Mancow's Morning Madness." These two elements enhance the experience of night driving. Players can cruise the highways at night, encountering hitchhikers, drag races, raccoon road kill, and other unexpected happenings.

Viper Night Drivin' has three blacklights along with two jumping, rabid raccoons, plus hidden blacklights and fluorescent green-glo pinballs.

For more information, or distributor referral, contact Sega Pinball, (800)542-5377 or (708)345-7700; fax (708) 345-7718.

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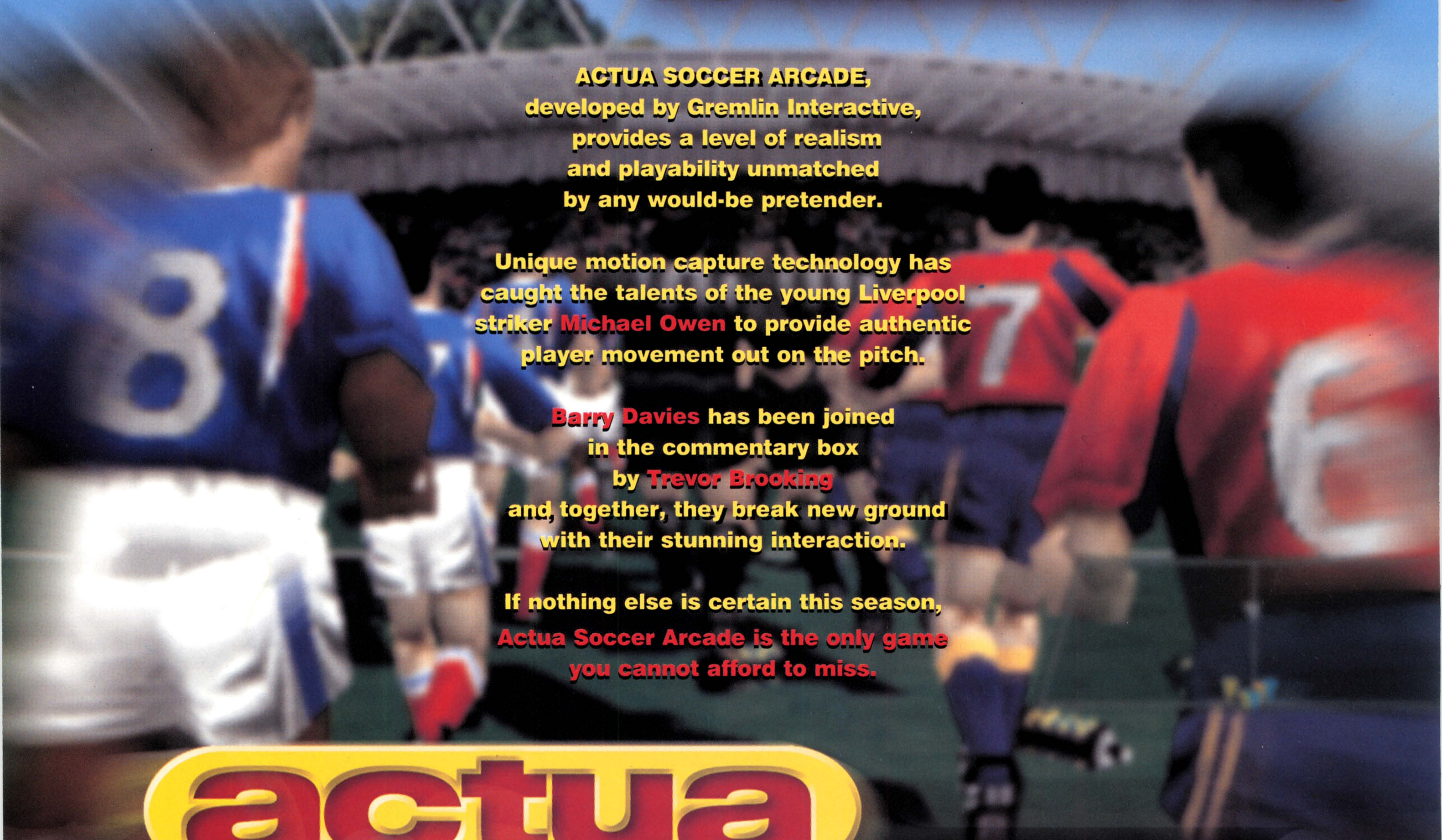

ACTUA SOCCER ARCADE,
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Unique motion capture technology has caught the talents of the young Liverpool striker **Michael Owen** to provide authentic player movement out on the pitch.

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Optimized for price sensitive "dedicated" coin-op applications, the Quicksilver NLX model QS233G includes :

- 233MHz Intel Pentium II processor with 512 KB of L2 cache,
- 32MB of SDRAM,
- Microsoft Windows 95 OSR2.5,
- 3.1GB ultra DMA-33 hard drive,
- 24x CD-ROM drive,
- 1.44 MB floppy drive, 16-bit audio,
- 10/100 Ethernet,
- Quantum3D's new Obsidian2 S-12 AGP Voodoo^2-based realtime 3D graphics accelerator and a GCI.

3Dfx interactive

Quantum3D has also created a Heavy Metal equivalent of the QS233G, the HM233G. Essentially a ruggedized version of the QS233G , the HM233G is ideal for coin-op "kit" applications which typically have harsher environmental requirements than dedicated coin-op units.

Quantum3D, Inc.
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Tel : 408.919.9999
http://www.quantum3d.com

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OPUS ENTERTAINMENT

Smokey Bear Jeep Two-Seater

The serious, yet friendly and approachable famous Smokey Bear comes to life in Carousel International's *Smokey Bear Jeep* kiddie ride, which is officially licensed from the USDA Park Service.

The ride can accommodate two youngsters at a time. In addition, it brings an important safety message to kids and adults alike. The message, delivered by an audio sound chip, talks of fire safety and environmental concerns.

Smokey the Bear has been advocating fire safety for over 50 years with his famous slogan: "Only you can prevent forest fires." According to Carousel, approximately 71 percent of kids, 96 percent of teens, and 94 percent of adults recognize Smokey.

Smokey Bear Jeep has flashing headlights and tail lights and a deluxe LED lighted dashboard. A Smokey replica sits on the back of the truck to accompany riders. The sides of the jeep feature colorful decals with Smokey's face, and different fire safety messages are displayed on the base of the ride.

For more information, or distributor referral, contact Carousel International, (800)325-3353 or (573)392-7122; fax (573)392-7125.

SMOKEY
SMOKEY
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...MEMBER...HELP SMOKEY
PREVENT FOREST FIRES!

World Cup Vending Machine

Totem Magique has started a line of licensed vending concepts, beginning with the *World Cup Vending Machine* that benefits from a license agreement with the France 98 Football World Cup.

Machine features include a customized header (removable), chasing lights and programmable voice, universal ability to sell a variety of products, waterproof design for outdoor use, and a three-globe option to maximize sales.

A wide range of collectible products can be dispensed: soccer gumballs, pins, magnets, marbles, key chains, bouncing balls, and stickers, all supplied with displays and priced to fit all market needs and coinages.

Totem Magique also offers promotional tools such as winner gumballs and soon scratch tickets to give customers the opportunity to win T-shirts, plush items, or tickets to the World Cup finals.

For more information, or distributor referral, contact Totem Magique in France, (33)144-112-206; fax (33) 144-180-177.

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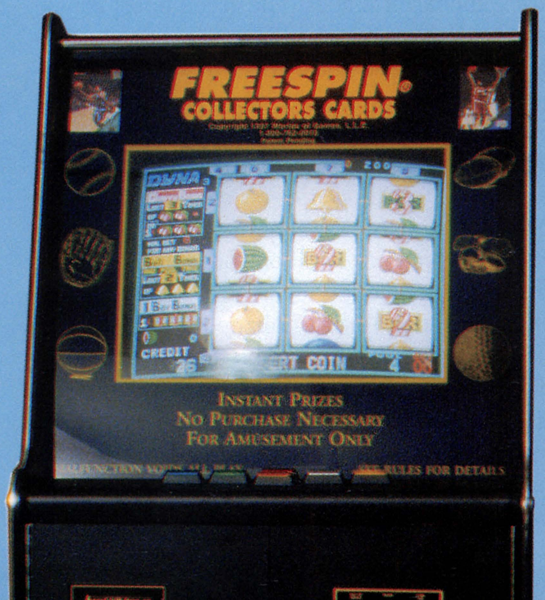
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Black Widow

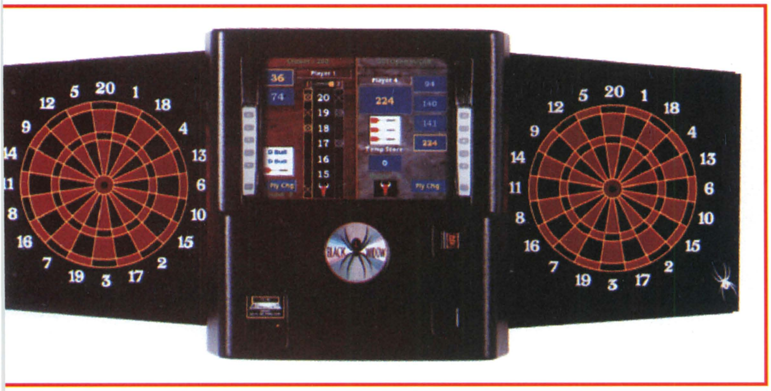
Electronic darts three ways, that's the idea behind Arachnid's new *Black Widow*, the game designed to increase casual play, facilitate leagues, and add new dimensions to darts. In addition, *Black Widow* presents a new revenue opportunity with animated, presold national ads and a large catalog of ads that can be personalized for sale at the local level.

Black Widow **can be played split-screen as two completely independent dart games with all the traditional games and features of two Galaxy units. Because of the two targets and a shared processor, *Black Widow* can determine with split-second accuracy which dart got to its target first. This opens the door to a new family of interactive games based on both speed and accuracy.**

For instance, in Quickdraw players aim to be the first and only to score by hitting the randomly lit number when the light turns green. In Quicket, they must steal the opponent's darts by hitting the magic number first. More new games are on the way. Traditional games also benefit: in Tic-Tac Darts it's a race to own the number; in Cricket, the race is for points before the number is closed.

Features include 12 buttons labeled on the screen to define functions; a hard disk that stores league matches, schedules, and standings thus eliminating the need for player cards; software updates accomplished by modem; and the ability to be wall-mounted or on a base. (Without a modem, all the modern functions can be accomplished automatically by the collector using a Jaz drive.)

For more information, or distributor referral, contact Arachnid Inc., (800)435-8319 or (815)654-0212; fax (815)654-0447; Web site (http://www.bullshooter.com).



Hyperdrive

Midway Games introduces an ultra-realistic racing experience in the new video simulator, *Hyperdrive.* The game challenges players to pilot Advanced Racing Crafts (ARCs) in lab-based space races set in the 22nd century.

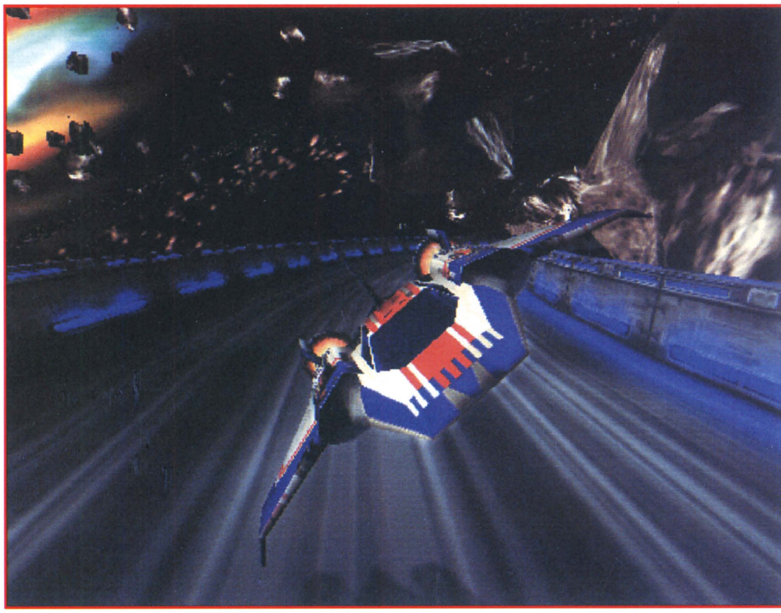
The year is 2100 and *Hyperdrive* transforms players into stock car racers who literally fly above, below, and beside other ARCs in a quest to be first over the finish line.

Gravity is the key strategic element to the races; the closer the craft to the track the faster it goes. The green boost zones along the tracks provide a major speed increase. Pilots try to align their ARCs just right in the boost zones to gain the maximum advantage.

The *Hyperdrive* cabinet features a unique, futuristic design and special controller; up to four units can be linked together.

Players choose from four ARCs: beginner, intermediate, advanced, and expert, which are rated on speed, thrust, handling, and weight. Beginners take the Orbital Speedway, an oval-shaped track with tough turns; intermediates move on to the Asteroid Field with sharper turns and asteroids on and around the track, and advanced racers face Deep Space with its corkscrew turns, ice on the track, and deep vertical drops.

For more information, or distributor referral, contact Midway Games Inc., (773)961-1000; fax (773)961-1060; Web site (http://www.midway.com). ▲



Cover Story

START YOUR ENGINES AND TAKE A RIDE WITH ROCK-OLA:

When we last featured Rock-Ola on our cover, it had been just four years since Glenn Streeter of Antique Apparatus had purchased the legendary company. He was full of ideas that he readily shared with our readers. Glenn's early days were spent in the oil industry but his hobby was selling antique radios. He began spending more and more time dealing with his growing collection of antique radios, but the thought never crossed his mind that he could make that hobby a real career.

That is until he was forced to sell some of his extensive collection when he was transferred to California from Chicago. He couldn't believe how many people loved the antiques as much as he did. After buying and selling more antique radios than he ever planned, he was soon known as the largest antique radio dealer in the world.

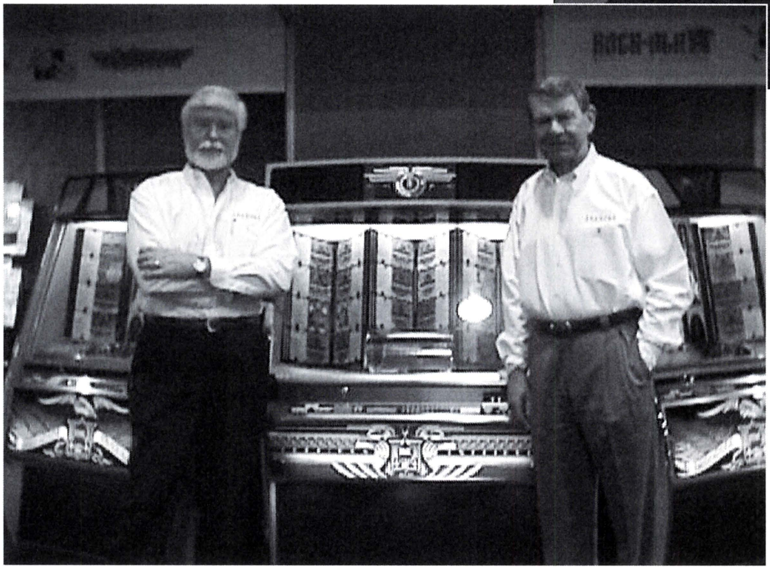
Several successful business ventures came as a result of his antique radio business. One was restoring classic jukeboxes, which led to manufacturing a number of parts he needed and he found out others did too. He said he could not always find the parts he needed, but instead of giving up, Glenn did the obvious (for him anyway!), he built his own. It wasn't long before he was considered the largest parts manufacturer for vintage jukeboxes.

Glenn, being the visionary he is, decided that it was time to take the next step—designing and building his own jukebox. While some may have deemed this an impossible goal, that word did not seem to register with Glenn. He set out to design a cabinet that he modeled after a design that appeared on the vintage Wurlitzer *Model 950* from 1942. After considering a Seeburg 45 rpm mechanism, he had second thoughts and zeroed in on the Rowe mechanism because it was American made and fairly compact.

Glenn's jukebox made quite an impression with the folks at Rowe, who agreed to an exclusive contract stating the company would not sell its mechanism to anyone else making nostalgic jukeboxes.

VALERIE COGNEVICH

TOP: (l-r): Ed Glapinski, Russell Etheridge, Bob Wasilewski, George Haydocy, Glenn Streeter, Jim Sullivan, Dennis Johnson, Mike Jablonski, Louie Rummenigge, and Ross Blomgren.



BOTTOM: Glenn with designer Jim Sullivan, whose first jukebox was Rock-Ola's *Tempo* in 1958.

Rowe would pass its warranty on to Glenn's customers, and would even make some minor modifications for him. Antique Apparatus bought 22 more mechanisms and even sold its line through the famous Sharper Image. Glenn vividly recalls those days of wondering if he'd ever be able to keep up with the demand!

In 1986 Glenn premiered the *Bubbler*, the first nostalgic box he would make for Rowe. Adding the 700 *Bubblers* he was producing each year to his own line of *Gazelles* (the first nostalgic jukebox on the market) and the *Peacock* which topped 600 per year, Glenn was finding it hard to build them fast enough.

About six years later, during an ACME show, Glenn heard rumors that the legendary jukebox company, Rock-Ola, was up for sale. Glenn was so excited that he went back to his hotel room and immediately put in a call to Donald Rockola. No, Mr. Rockola did not take that call or any of the dozens Glenn made. Eventually it was his approximately seventh letter to Mr. Rockola that got him noticed. In fact, he recalls that Mr. Rockola described him as relentless and soon had him checked out to see if he was viable. In an ironic twist of fate, less than a year after the deal was closed David Rockola, founder of the company, passed away at the age of 96. Glenn likes to think that he knew that the company he started in 1927 and bore his name was in good hands. We think he's right about that, especially when you hear about what Rock-Ola is doing.

The staff

Over the four years that Glenn Streeter has owned Rock-Ola, there have been some impressive innovations, outstanding products, and a loyal staff. If you look back several years when we first wrote about the new owner of Rock-Ola, you'll see that the staff has expanded, but its core group is still there. Glenn may be humble when it comes to his own accomplishments (let's just say pulling teeth would be easier!), but he heaps so much praise on his staff, you can't help but want to know more about them.

We'll start with Russell Etheridge, assistant to the president, who said four years ago that the years since Antique Apparatus took over Rock-Ola ranged from the most enjoyable to the most frustrating. He started his career with Glenn at Antique Apparatus, moved to California from the Midwest, and then planned and coordinated two company moves. Today Russell says, "In the last story I wrote about how I got started in the jukebox business, but his time it will be more appropriate to write about the growth of Rock-Ola/Antique Apparatus."

The *Harley-Davidson*

He continued, "Since the introduction of the Syber Sonic electronics and the new cabinet designs, Rock-Ola has had steady increases in sales. This has not allowed us the luxury to dwell on the past. Instead our focus must be on the future. With success comes hard work for all the team members. It also means that we are committed to continue with new and innovative designs, features, and support for our distributors and operators.

"It takes a team effort to be able to go from the first idea to a completed product. And that team does not start and end with Rock-Ola, it includes operators and distributors too. By maintaining open lines of communication for operators and distributors, we at Rock-Ola will continue to focus on a very bright future."

The company's Rosemont, Ill., office is home to chief engineer Ross Blomgren, national sales manager George Haydocy, international sales director Louie Rummeniggge, and director of technical services Mike Jablonski.

Haydocy told us he has more hands-on experience in this industry than just about anyone. He worked for his father-in-law's C.D. Amusements after leaving the service, bought his own route in Florida, worked for G.O. Coin Service, Penn-Ray International, Cleveland Coin, Seeburg, NSM, and Rock-Ola, where he has been now for five years. With all of his experience, he feels he has found a permanent home at Rock-Ola. He explains, "After 40 years in this business, I believe that with longevity comes knowledge and common sense. Knowledge about the operator and his needs and common sense to work for a company that listens to all the operator has to say. Looking back to 1956 when I started working in this industry as an operator to the present I realize that I've been on an exciting path."

He continued, "My first steps as an operator to parts sales and the transition from distribution to manufacturing has been a great experience. I came from NSM to a new challenge with a company I knew very little about, working with Glenn Streeter, a gentleman I knew little about except that he had an excellent reputation in manufacturing. We started at the bottom and with the support of some very good distributors and have risen in the eyes of our peers to become a major force in the jukebox industry. And we're not done yet! I am looking forward to helping Glenn and the fine people at Rock-Ola give our distributors and operators the very best product in the industry."

Jablonski's career began at NSM as a part-time service tech. After graduating from college he accepted a full-time job at the company and was soon promoted to service/operations manager where he traveled the globe. After a brief stint in his family's business, he couldn't pass up the offer from Glenn Streeter to work for the new Rock-Ola. "Naturally, I'm looking critically at their service side of the business. I know I'm biased, but I believe Rock-Ola has taken servicing customers to another level, one that I'm proud to be a part of. Even the highest quality product needs service support. It's been a rewarding experience working for a company that cares so much for the industry it serves. I'm looking forward to the next century."

The *Model 8000 Intrigue*

Blomgren credits the freedom and encouragement to pursue ideas in research and development with making his job at Rock-Ola exciting and challenging. He added, "Over the past five years Rock-Ola has reemerged as a respected leader in the innovative design and development of world-class coin-operated music products. At Rock-Ola we combine high technology solutions with the basic definition of what a jukebox should be, and at an affordable price. Our Automatic Telecommunications System (ATS), which enables operators to call the jukebox on the telephone to make programming adjustments (even set the tone controls) or have the jukebox tell him directly about a problem is amazing. Rock-Ola is dedicated to music operators and I am proud to be part of the team developing products with them in mind. You'll be seeing more innovations to promote jukebox play in the coming months."

Rummenigge is one of the newest members of the

Rock-Ola team and he has the same enthusiasm that abounds in those he works with. He said, "I came to the company a year ago to handle international sales. I was assigned the task of re-establishing Rock-Ola's overseas presence and bring the export side of our sales up to par with the recent success here in the United States. Although many foreign markets have gone soft, we have been able to support our established distributors in key geographic areas, while attracting new business.

"The fact that Rock-Ola has developed new products and enhanced successful ones sends a clear message to our customers: they can be confident of the commitment the company has to them and their markets and that the communication channels are open and waiting for their input. I strongly believe that the key to a bright future lies in the ability to listen and accommodate customers. If I'm right about this, Rock-Ola has a very bright one."

The *Corvette* & The *Legend*

Bob Wasilewski is new to Rock-Ola but brings with him 18 years of industry experience. He said that like many young people he had few options following high school. He joined the Air Force to learn a trade (electronics), get college benefits, travel the world, have fun, and get paid doing it all! After leaving the military, he said he "snuck into the industry while no one was looking by going to work on Rowe's production line as an electronics repair technician in Grand Rapids, Mich." This is where he began to work on jukebox components.

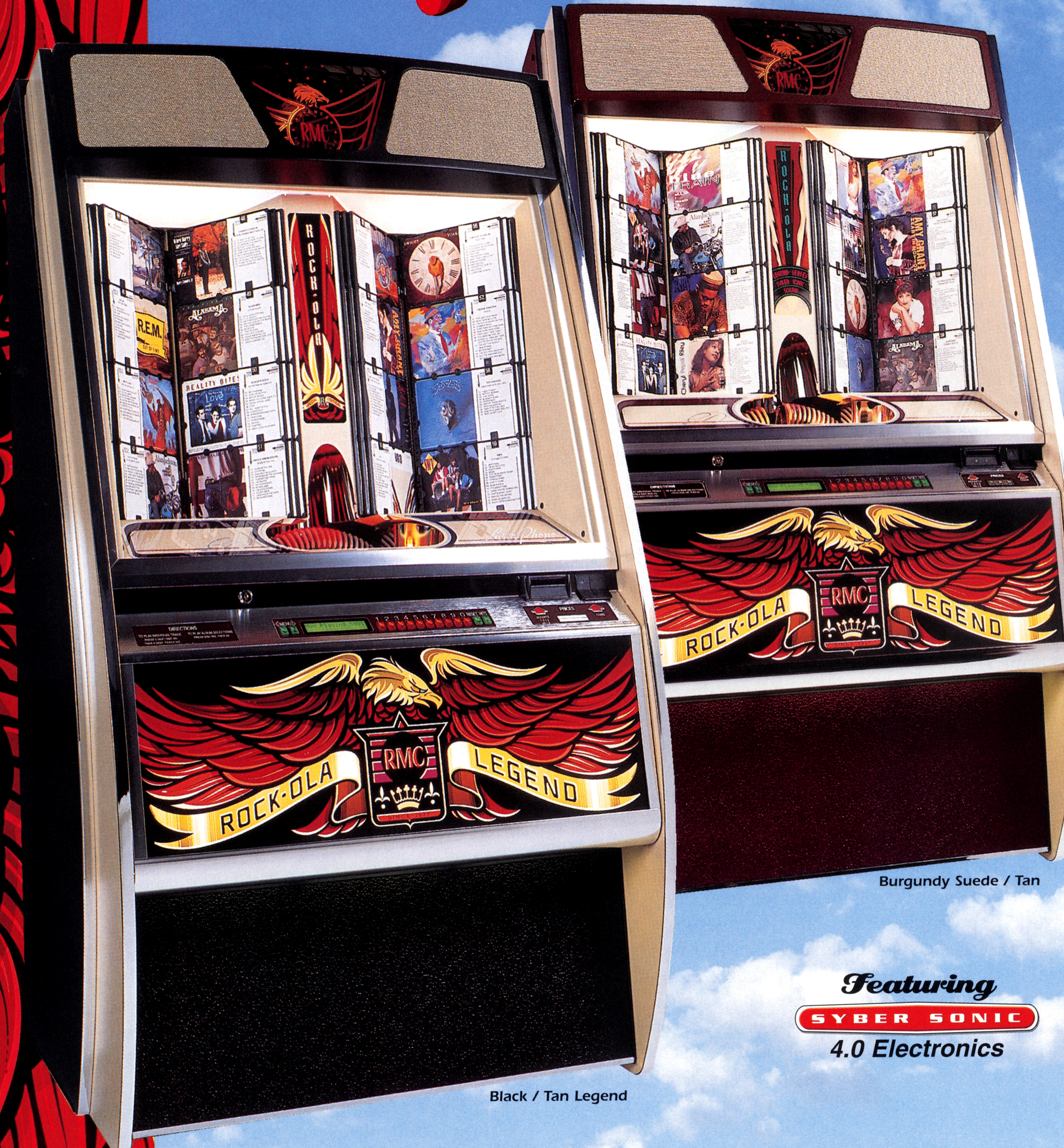
Wasilewski added, "I learned more about electronics in a few months than I had in four years in the Air Force. After about a year, I was offered a golden opportunity to relocate to Rowe's New Jersey facility, working directly for the company. I spent four years as the senior engineering technician in the engineering test lab and four more as a field service representative, which I view as a heaven and hell job! I loved it, but being a regional representative looked more attractive. I earned the position of covering the western United States, Canada, and Mexico. It was another golden opportunity because I got to relocate to southern California. During my years in the industry (and several job titles), I've gotten to work with (and sometimes against!) some of the best people in the world. Over the years I got to know Glenn and his company pretty well. The chance to work with him, his people, and his products is all I could have wished for."

Ed Glapinski talked of continuing the tradition that David C. Rockola worked hard to create. "He was a very creative person," Ed began. " Did you know that Rockola invented the first remote music network? It was a system that had a central library with live operators who took music requests from locations. They then transmitted those requests back to the location via a telephone line. Pretty revolutionary for the time. I feel we are continuing the revolution. Our Syber Sonic system is revolutionary because the entire system is software controlled. If an operator makes a request for an operating feature that makes sense, we can usually incorporate that request by changing the software. In fact, virtually every system enhancement we've made is a direct result of operator input. Today, the jukeboxes we build are the most reliable and technically advanced machines on the market.

"As quality-control manager, my responsibility is to oversee all aspects of equipment reliability. However, building quality equipment is a team effort. Every person involved in component and machine assembly is responsible for making sure that every part used is right. If something is not correct, anyone in the plant can stop the building process. But this does not often happen because of the extensive testing and running components we do before installing them. This is time well spent because virtually every problem is found before an operator puts the machine on location."

Glapinski also maintains Rock-Ola's Web site, a task he claims has turned into a lot of work AND a lot of fun. "Our site contains the usual new equipment information, but the section I'm most proud of is the service area. We've put up online service manuals, bulletins, tips, and tricks, to name just a few. An operator can find a lot of useful information at our site.

The Thing *Legends* Are Made Of


RMC
ROCK-OLA
ROCK-OLA
LEGEND
RMC

Burgundy Suede / Tan

Black / Tan Legend

Featuring

SYBER SONIC

4.0 Electronics

Antique Apparatus Company®

ROCK-OLA® Manufacturing Corporation

JUKEBOXES

"I'm not a polished factory executive and do not strive to be that person. Bottom line is that I'm rooted 'on the street.' I've worked with a distributor and an operator during my career so I completely understand our customers' needs. Now that I'm working for Rock-Ola, I feel I can make a difference. I'm looking forward to the new challenges that are coming."

Jim Sullivan told us two years ago that working for Glenn Streeter offered an opportunity to embark on some of the most challenging design efforts in years. "I must say I have not been disappointed," he began. "We brought to the Las Vegas ASI show an ever-expanding line-up of state-of-the-art jukebox products that are exciting to look at, easy to play, and sound terrific.

"The *Legend* brought back to our customers the look, value, and heritage that has made this industry so remarkably enduring. The new *Model 8000 Intrigue* builds on this success and 'raises' the bar several notches for us as well as the industry. In addition to being a marvel of technology, the *Intrigue* is an expression of what great jukeboxes should be: bold, exciting, and a joy to look at and explore.

"Coincidentally, I am personally celebrating my 40th year in the design profession and my first jukebox for Rock-Ola was the *Tempo* in 1958, followed by the *Princess.* (Of course, I must have been only 12 at the time!) I have the additional incentive to make the *Intrigue* a landmark machine. I can truly say that I am even more enthusiastic about Rock-Ola than I was in 1958. Glenn has re-energized a proud name and I am delighted to be a part of it. Because of the nature of my work, the future is where I must devote my energies. That future looks very exciting, indeed.

Jack Weatherby's industry history goes back to the early 1970s when he was collecting antique radios and met Glenn Streeter. He continues, "When Glenn decided to expand into restoring antique jukeboxes, the termite eaten wonders needed a lot of wood parts and that's when I came into the picture. I had been working for Goodyear Tire & Rubber as a carpenter so Glenn enlisted my help in making wood parts in my spare time. As these old jukeboxes became harder to find and more expensive, Glenn decided to make his own replicas of the Wurlitzer 950 using Rowe inserts. After a few months of convincing, Glenn talked me into working for him full-time. I hoped it would work because otherwise I'd be unemployed.

"He leased a small building in North Hollywood and with a three-man crew we set up shop and went to work. Three months later we finally had a working jukebox. Glenn started taking orders. I recall about 200 orders but we were only able to get out about 29 units that first year.

Glenn said, 'This isn't going to work, and hired more people and leased a bigger building. The orders poured in and after five years even a 25,000-square-foot building was looking small. When that lease was up, Glenn built his own 50,000-square-foot building and we're still there today.

"I feel that Rock-Ola has accomplished more in a few short years than some companies do in a lifetime."

The future

After listening to the folks that are responsible for Rock-Ola's future, let's take a serious look at the product they are so hyped about. The booth at the recent ASI show in Las Vegas clearly showed that Rock-Ola is committed to the industry. Blomgren mentioned the Automatic Telecommunications System (ATS) which debuted at ASI. Premier Data has developed the Windows Based user interface for ATS. Streeter said, "The synergy of hardware and software between Premier Data and Rock-Ola will further the communications revolution in the jukebox industry. ATS will revolutionize the jukebox industry. And the Premier Data software brings this revolution to the operators' desktops. The simplicity of this system just can't be beat."

Here's how ATS works. This advancement provides a graphical user-interface for Rock-Ola's line of jukeboxes and allows operators to monitor their route using a familiar Windows-based computer. The interface allows operators to do virtually everything from their desktop computer as if they were in front of the jukebox.

- Automatic audit and popularity reports
- Automatic report of jukebox errors
- Program changes can be made
- Service and troubleshooting

There's even the 'plug and play' ability for jukeboxes using ATS to be installed in virtually any location without rewiring speakers or buying new remote volume controls and microphones. It's made Rock-Ola boxes the most cost effective coin-op music solution.

The jukebox line

Rock-Ola's line of jukeboxes just keeps getting better. All are equipped with SyberSonic electronics and an Intel processor drives the prime features: mechanism, computer, and two amplifiers with Surround Sound, remote controls, and multiple languages.

Chevrolet introduced America's sports car, the Corvette, in 1953 and Rock-Ola has made music with jukeboxes since 1935. Now the two have come together to create a classic, nostalgic jukebox featuring vintage Corvette graphics on the glass panels.

If you like classic cars but LOVE motorcycles, Rock-Ola has the jukebox for you—*Harley-Davidson* with the recognizable bar and shield with eagle artwork and absolutely brilliant colors. Inside both models is Rock-Ola's 21st century technology. Special features include walnut, satinwood, alder poplar, and oak hardwoods; four bubble tubes; motor driven color cylinders; die cast metal trim; custom built industrial mechanism, amplifier, and computer; and 11-button remote control.

The newest jukebox is the *Model 8000 Intrigue.* It features 22-up title display, six more than the traditional 16 available on most CD jukeboxes. This allows the customer to get from front to back much quicker. It has a majestic stance, looking much wider than it really is. It will be available soon. ▲

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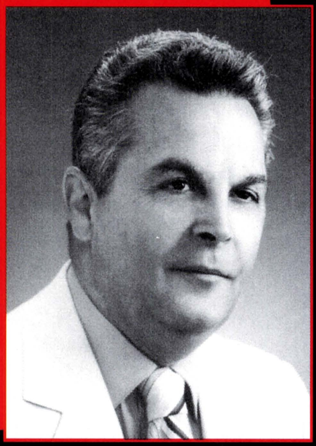


GENE URSO

Milwaukee Coin Machine
Monona, Wis.

Gene was 22 and just out of the service in 1956 when he accepted an offer he couldn't refuse that landed him in the coin machine business. It wasn't a career he planned, but it's one he never left. It began when Nate Robinson, who had gone to school with Gene's father, approached Gene's uncle about starting a company. Since Gene was unemployed (he was actually thinking about attending barber school), his uncle passed the offer to Gene and even backed him financially.

Gene had been in business about three years when he met his better half, Nancy, at a mutual friend's wedding. "I remember thinking that I'd like to date her, but I don't think she was quite as smitten with me. How was I supposed to know her father had warned her not to date Italians!" Gene quipped. Of course, we haven't heard Nancy's side of the story!

Gene was persistent when it came to Nancy, and soon he announced to her father that they were engaged. "Once I'd made that commitment, her dad couldn't wait for us to tie the knot." Gene and Nancy got married and are extremely proud of their two kids, Tony and Nicki. But nothing can top the pride they have in the newest addition to their family, Tony's son Dominic.

Gene and Nate ran Madison Coin together until 1972 when Gene bought out his partner. It was around this time that young Tony began taking an interest in the business. Though only nine years old, he was sometimes pulled out of school to help out. In 1983 Tony joined the company full-time.

Gene became an active member of the Amusement and Music Operators Association 17 years ago, serving as its president in 1992. He has fond memories of his year as president which entailed an exorbitant amount of traveling, visiting state shows, and getting to know operators from all over the country. He came away with a tremendous sense of knowing that operators need each other. They need to join their organizations to get an education from different people in the same business, but not direct competitors. Gene relates that if some seasoned operators hadn't taken him under their wings, he may not have been able to survive the tough times this industry is known to have.

It was during Gene's year as AMOA president that former AMOA president Wally Boher introduced him to John Klayh of TVPhone in Canada. "John had an idea, " Gene said. "He talked about networking and how new technology could benefit coin machine operators. I was receptive to the idea and after John met with the AMOA board, we all believed that there was a way that operators could make more money than they thought possible."

The National Amusement Network Inc. (NANI) has been in the works for several years now, and those who envisioned it as a vital part of the industry still think it can work. "We have been beset with problems, but when it finally comes out into the market, it will be 100 percent right and operators are going to benefit," Gene stressed. Gene looks at other networking ideas that have been success-

# of the Year

ful and knows that NANI is the future. He added, "Our competition won't simply be other operators, it'll be national organizations hooking up networks all over the United States. NANI was responsible for bringing other players into the industry, like Microsoft, for instance. Then there are game developers who are making games for the coin-op industry. Through these new types of systems, an operator's cash flow won't just be from the games. There will be many other services, like advertising and couponing, to name just two."

Gene recently announced the sale of Madison Coin Machine to a competitor in the area, Modern Vending Sales. But Gene doesn't say he's retiring... exactly. He calls it "an opportunity to chase new rainbows." Tony manages their Milwaukee office, Milwaukee Coin Machine, and Gene plans to continue working with NANI.

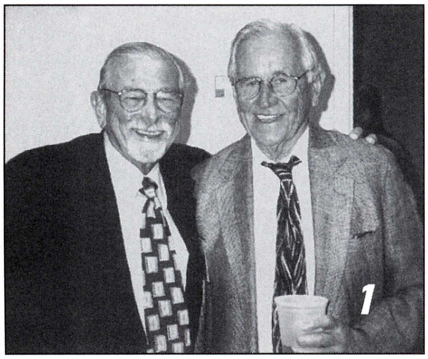
However, I think we can identify one of the rainbows Gene intends to chase. It's in the form of a little blond-headed, blue-eyed boy, his grandson Dominic. Nancy tells us that Gene visits his grandson every day and they have become best pals. As soon as Dominic sees Gene coming, the little fellow grabs his coat and is ready to hit the road with his doting grandpa. Gene and Nancy's happiest years are yet to come. ▲

Ralph C. Lally II Award presented to the "Operator of the Year"

This special award is named after *Play Meter's* founder. Ralph was an operator in the early '70s when he was frustrated that there was little communication throughout the coin machine industry and few ways to find out the latest news from around the country. He started *Play Meter* to fill that void and help operators stay in touch with the industry as a whole. Ralph continued working as an operator during *Play Meter's* first year, but soon found the magazine was a full-time job. Until his death in 1984, Ralph had a keen sense of the operator's position and unique needs within the industry. Then, as now, *Play Meter* prides itself on being the operators' choice. ▲

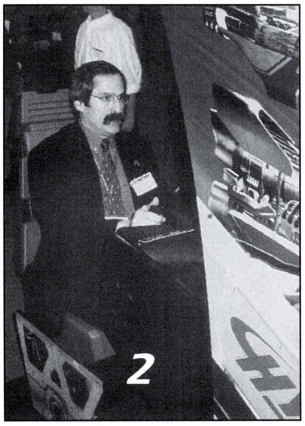
BEYOND THE PLAYFIELD

***1.* WILL THE REAL HANK TRONICK PLEASE STEP FORWARD?** Hank Ross (r) of Grand Products was incorrectly identified as Hank Tronick of C.A. Robinson in our March issue. Being good friends, Ross told Tronick it was a great compliment!



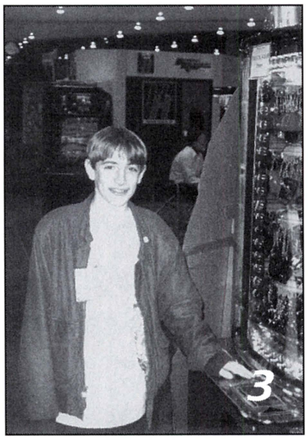
***2.* ROGER SHARPE** of Williams Bally/Midway was deep in concentration as he took the wheel of *Hyperdrive* at ASI last month.

***3.* ETHAN MAGID** of Pennsylvania attended ASI as a guest of H. Lazar & Sons in Pittsburgh on the occasion of his Bar Mitzvah. He's about to sample the popular *Sports Arena* by Sammy USA.



***4.* LADIES NIGHT OUT:** Women in the industry gathered for a networking social hour sponsored by Oriental Trading Co. on March 26 after the ASI show floor closed. From left, standing: Carol Lally of *Play Meter*, Ann Winfield of Ralph's Automatic, Valerie Cognevich of *Play Meter*, Karen Gayer of Oriental Trading, and Bonnie Theard of *Play Meter*; seated, (l-r): Carol LeBell of *Play Meter* and Linda Correa and Meg Bonnichsen of Oriental Trading.

***5.* ORIENTAL TRADING'S** Sondra Doyle (c) organized the Ladies Night. On her right is Judy Novak of W.T. Glasgow Inc.; on her left is Rorie Keller of Sureshot Redemption.



***6.* MORE INDUSTRY WOMEN** enjoy the opportunity to socialize: standing, (l-r): Lindsey Stockill and Sharon Harris of *Euroslot* and Sharon Culpepper of Disney Corp., recently returned from a business trip

BEYOND THE PLAYFIELD

to Italy; seated, (l-r): Debora Cherry of Rebecca's, Ruthann Krohn of *FEC/LBE Management*, and Christine Ford of Fun Expo.

7. JOEL FRIEDMAN of Rowe International shows off his cigar tie at the *Play Meter* booth. He's right in style; stogies seem to be everywhere.

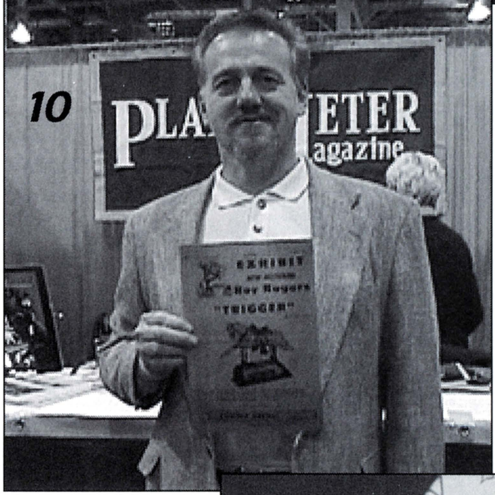
7

8

8. HERE'S A CHRIS-SANDWICH: Chris Brady (r) of Dynamo is joined by Chris Brady (r) of Brady Distributing on either side of *Play Meter* publisher Carol Lally.

9

9. SMALL WORLD! There's another Steve White in the industry. Here Mr. White of Sega GameWorks stops at the *Play Meter* booth. He just missed our special projects editor Steve White. To Mr. White's boss at Sega: No, he's not moonlighting as a magazine editor.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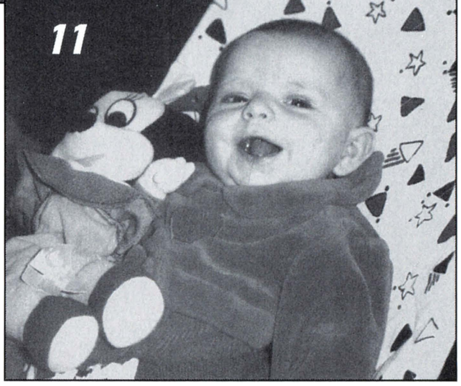
10. THE FIRST LICENSED KIDDIE RIDE was actually based on a real horse—Trigger, famous as the faithful steed of singing cowboy Roy Rogers in movies of the '40s and '50s and early television. Gary Sullivan of Kidz Play Inc. in Graham, Wash., collects and refurbishes older kiddie rides. He is always looking for original documentation to go with them.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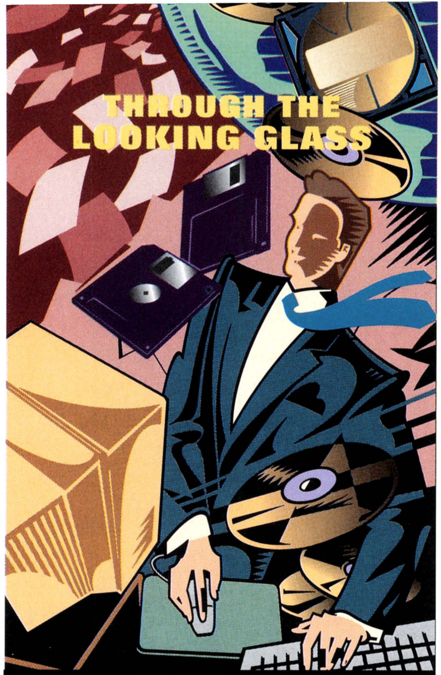
11. LITTLE SAMANTHA SWAFFORD (three months) smiles for the camera and proud parents Laura Olson Swafford and David Swafford of Namco America.▲



First Generation PC GAMES introduced at ASI show

STEVE WHITE

THE TECHNOLOGY IS READY, THE SOFTWARE DEVELOPMENT COMMUNITY IS ON BOARD, THE HARDWARE SOLUTIONS ARE IN PLACE, AND, FINALLY, THERE ARE PC-BASED VIDEO GAMES READY FOR THE COIN-OP MARKETPLACE.

A handful of companies presented the first wave of PC-based video games and arcade-type attractions at the Amusement Showcase International held in late March in Las Vegas. The units ranged from traditional upright video games to location-based entertainment-style attractions, which have previously outpaced other genres in using PC hardware and software.

Most of these games were showcased by computer chip maker Intel, which has been sponsoring the development of out-of-home entertainment units since introducing its Open Arcade Architecture specification more than a year ago.

Titles featured in the Intel booth included: *Kick-It* by Interactive Light, a soccer game simulator; *Photo Pod Internet Photo Booth* by Xstasis, which offers customers a sheet of high-resolution photo stickers and creates an instant Web page for the photos; *Quake* by LBE Systems, a home hit brought to the arcade in which players search for and destroy monsters; *VideoNET* by National Electronic Technologies providing Internet access, full-motion video mail, and online games; *XS-G* by GreyStone Technology, a real-time 3-D air-combat racing game; and *Ultimate Race* by HanaHo ArcadePC/Kalisto, a traditional driving simulator.

Other games based on the Open Arcade Architecture were seen around the trade show floor. They included the *MultiSport Stadium* by Sports Simulation Inc., offering baseball, football, hockey, and soccer; two low-end video titles from the newly-formed Opus Entertainment; a version of the flying simulator *Barrage* from Mango Grits; the updated baseball simulator *Swing-It* by Interactive Light, and a video demonstration of the high-end full-motion *VR2000* flight simulator from MaxFlight.

The idea behind the Open Arcade Architecture initiative is to provide a platform that will allow PC game developers to write software for the arcade, thereby broadening the availability of product for coin machine operators and arcades and promoting the use of high-end technology from the PC industry.

> ***"We are bridging the gap between the arcade world and the game world."***

"It's a common design, one platform; it's a compatibility concept that doesn't exist in the arcade today," said Intel's director of coin-op development Albert Teng. "It should bring in more investment. The more people who come into the industry, the more chance of creating hits. It's a virtual circle we are trying to create. It's a dream, but it's a dream we would like to make happen."

As important as the introduction of the first PC-based titles available for operators was the emergence of a clearer chain of distribution with a

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number of existing coin-op companies pairing with software development firms to serve as coin-op publishers and/or distributors. For instance, *XS-G* from GreyStone will be sold through Dynamo Interactive and that company's distributors.

"We believe in innovation, but we also believe in standardization," said Mark Struhs of Dynamo Interactive, which is also handing universal cabinets, public Internet terminals, ATM machines, and video lottery terminals. "We are also going to work with our competitors. We will create the pie first, and then create for the pieces."

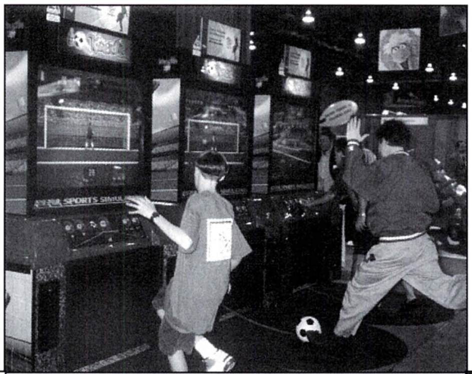
In fact, the fear by many distributors that they would be left out of the chain of supply was undercut by comments from several operators, who stressed the need for distributor participation in a project that still puzzles many members of the operating community.

LBE Systems introduced the arcade version of id Software's home hit *Quake*.

In the most significant development of the show, Amir Rubin of Interactive Light announced the formation of a new arcade publisher of Open Arcade Architecture games, Coinsoft. The company has been founded by Interactive Light and H. Betti Industries, although it will offer product to all distributors and its hardware will ultimately support all software written to the OAA specification, not just games produced by Interactive Light or affiliated companies, Rubin said.

Coinsoft already has exclusive licensing and development agreements with Angel Studios to introduce the company's attraction, working under the title *T-Rex,* in three different cabinet configurations. Preliminary software for the prehistoric, dinosaur adventure was seen at AMOA '97 in Atlanta.

In addition, the company will produce a universal game cabinet that should help develop an installed base of game machines and drive software through the traditional channels of distribution. While other companies pursuing the initiative have tied the sale of future software to its existing hardware base (thus replicating the current coin-op business model), Rubin said Coinsoft was committed to producing a system that will be truly open.



Players enjoy one of the first Open Arcade Architecture games, *Kick-It* from Interactive Light.

Rubin said that only companies like Intel and H. Betti, with their respective influence, could drive the concept of a PC-based video game platform. Support for this initiative is imperative, but will pay back those companies that have invested in it manifold times, he argued. For its part Intel has provided enabling technology and its knowledge of coming products through the Open Arcade Architecture Forum (OAAF), while H. Betti brings its clout in the coin-op machine industry to the table.

"H. Betti has the power and influence to introduce new products and make the market believe it will happen," Rubin noted. "On the other hand, you will see incredibly realistic environments that will ultimately convince consumers about the need to buy Intel hardware for the home."

H. Betti chairman Peter Betti said the Open Arcade Architecture should benefit the industry by bringing in more titles. "I see this open architecture as a way of expanding the product flow," he said. "I don't believe this is going to replace the traditional video game manufacturers. I think they will continue to lead the coin machine business. This will be an enhancement to the existing system."

Traditional videos

Among the completed offerings seen on the show floor were five traditional video games based on the Open Arcade Architecture (i.e. Intel's Pentium II and Microsoft's Windows operating system) from LBE Systems, Opus Entertainment, and GreyStone Technology.

Intel's Teng said the chipmaker, along with other OAAF members, was beginning to focus more on street-location-type video games, having already achieved some success in promoting the Open Arcade specification for location-based entertainment attractions. "We feel there is a lot of room to lower the price," he said. "The Pentium II is now at entry-level price. Most of the top tier PC developers are looking at this but they have a learning curve. It's a process and we need to be patient."

Intel's director of coin-op development Albert Teng gets in a little playtime on GreyStone's *XS-G*.

Opus, the youngest of the three firms, is an offshoot of Acclaim Coin-Op's recently ended foray into the Arcade PC initiative. Opus' managing director Leon Deith, formerly of Acclaim, said the company's mission is to provide affordable games for operators that will cost less than $1,000 per title. These titles will be drawn from a pool of existing PC titles.

“We felt the Acclaim initiative was too good to drop so we formed this company,” said Deith, who did not mention another benefit to a friendly separation from Acclaim: easier accessibility to titles from Acclaim's competitors in the PC software publishing industry. “Only if the games take money on test, will they come into coin-op.”

Opus showed two titles in hardware integrator Quantum3D's booth. They were *Actua Soccer 2* from Gremlin and *Formula I* from Psygnosis. Another driving game, *Wipe Out* from Psygnosis, is also expected in the coming months.

Quantum3D displayed several titles on its Gameframe system, which helps developers write games for the arcade.

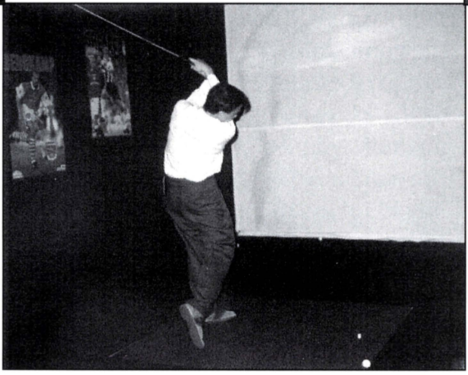
While Opus' plans fly in the face of the more traditional approach being put forward by Interactive Light and Coinsoft-separate the release of coin-op and consumer versions of a game-Deith says different approaches are necessary for different companies.

“I don't think it makes a lot of difference when the game is released for the home,” Deith said. “It's really a matter of earnings. I was expecting major conflict before I got to the show, but we are all going for different markets, which is super. I think it has really settled down nicely and the operator is the one who benefits.”

John Fowler of LBE Systems agrees with Deith, saying that name recognition from the consumer market can create drafting potential for games like *Quake*, which already has a significant following. “The titles we are talking about are heavily promoted and marketed and already have a marquee value,” he said.

Fowler's company, LBE Systems, is introducing *Quake* on its SparkyNet arcade system, which provides network capability for as many as 64 units, advertisement revenue possibilities, and an operating system that can interface with a spectator screen and includes content development tools for software companies. SparkyNet systems running an arcade version of *Quake* from id Software were deployed earlier this spring in all five Sega GameWorks locations. LBE Systems is also working with Red Storm, Kids Arcade, and GT Interactive in developing titles for the arcade.

“We are developing a complete package of content and pursing an A list of game titles,” explained Fowler. “We are also doing location-to-location game play.”



Sports Simulation Inc.'s *Multisport Stadium* utilizes Intel's Open Arcade Architecture specification.

According to Fowler, LBE Systems was planning to roll out its system last month and was close to a deal that would license and co-brand the SparkyNet units with a single manufacturer/distributor. However, deal or no deal, the units should hit the street in mid-April, Fowler added.

Dynamo Interactive's alliance with GreyStone Technology, which produced *XS-G*, is an example of the former company's strategy to develop content on a selected basis for the Open Arcade Architecture platform while continuing to sell universal cabinets for other PC publishing efforts, according to Struhs. GreyStone designed *XS-G* from the “ground up for the coin-op market,” he added.

Simulators and kiosks

While the arrival of PC-based stand-up videos was much heralded by showgoers, promoters of the Open Arcade Architecture initiative noted two additional trends in PC-based products: the emergence of the kiosk-style attraction and the continued interest in simulator and location-based entertainment offerings.

Jeff Walker of Interactive Light checks out Letovsky Dynamics' *Road Rocket* motion simulator, running a PC software title.

The most interesting debut was an example of the former, the *Photo Pod Internet Photo Booth* from Xstasis. The unit is a free-standing, self-service photo sticker booth that lets customers place their image into customized digital stories and then print those images on a sheet of stickers while simultaneously posting that same set of pictures on a special Web page.

Xstasis has signed an agreement with Photo Vend International that will allow the latter to market *Photo Pod*. Web pages created by the unit can be integrated into a location's existing Web site or used to create a new one, and Xstasis will also provide a banner for the location on the photo Web pages, reminding customers and their friends where the photos were taken.

"We are excited about the enormous potential for the *Photo Pod* product in the marketplace," said Photo Vend's Mark Trotter. "Not only does it provide an entertaining photo booth experience by producing high-quality digital images, we also found that people love the idea of having their own Web site and sending their personalized pictures to their friends via the World Wide Web."

A second example of this trend in PC-based kiosk units was National Electronic Technologies' VideoNET, which was first shown at AMOA '97 and upgraded to the OAAF specification several months ago. VideoNET offers advertising opportunities for operators and e-mail, video messaging, Internet access, and popular online games for paying customers.

The company that took the lead in producing high-end arcade games based on the Open Arcade Architecture, Interactive Light, followed last year's release of the soccer simulator *Kick-It* with its newest baseball game simulator, *Swing-It.* (For more on *Swing-It*, see the listing of new products in ASI '98 coverage.)

Also cashing in on the Open Arcade Architecture reference platform to produce a sports simulation attraction was Sports Simulation Inc. with its *MultiSport Stadium.* The unit provides live-action play from five different sports under one roof and comes in three different configurations: standard, modular, and portable or inflatable.

As noted earlier in *Play Meter*, the newly formed simulator firm Brainco presented its motion simulator base, *Trip 2*, in the Quantum3D booth utilizing software from Psygnosis and computer hardware from the host firm. The unit helped demonstrate the scalability of PC technology by utilizing the same Quantum hardware employed by companies such as Opus and LBE in a high-end application. Brainco, which is still assembling its distribution team, has sold several units overseas and is ready to ship in the United States.

Exhibiting in the Advanced Manufacturing & Design booth, Letovsky Dynamics showed off its *Topgun Flyer* and *Road Rocket Driver* multiaxis motion simulator seats running existing PC software titles from companies such as Ubi Soft and Blue Byte.

The simulator units work with any video game platform, dedicated arcade or PC, without requiring modification to the game hardware or software, according to company president Howard Letovsky. They can also be retrofitted to existing arcade driving or flying games. The units interface to the game hardware through the JAMMA joystick and control switch inputs, or the PC game port. Letovsky, in conjunction with ACTLABS, has developed an interface board that will allow any PC game to be triggered and controlled with a coin or bill acceptor without any software modification or complicated programming.

Xstasis previewed its *Photo Pod* Internet Photo Booth in the Intel exhibit.

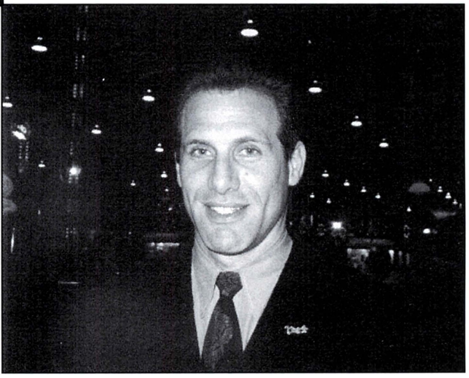
Mortar and bricks

Another company spearheading the effort to combine PC software with traditional arcade hardware and input devices is Quantum3D, formed last year to help integrate 3Dfx graphics accelerator chips into amusement machines for the home, arcade, and gaming markets. The company is now focused on facilitating both the development and deployment of PC-based video games.

In addition to its Obsidian family of high-performance real-time 3-D graphics accelerators, Quantum exhibited what it is calling the third major component of a PC platform (the other two components being software and a system cabinet): the electronic subsystem of the game or, in short, the computer needed to run the game. Both Opus and LBE Systems are currently using Quantum's technology.

This subsystem should bring together the diverse worlds of PC game developers and coin-op arcade operators. The company's two computer units, Quicksilver and Heavy Metal, are designed to fit in a wide range of cabinets, and Dynamo will soon release an HS-5 version that can be fitted with either Quantum hardware platform in a drawer. The units are being priced at $2,395 and $2,695 respectively.

"What we are doing is providing a stable environment that is real," said vice president of marketing Rick Bess. "You are going to get the same unit with the same components for a long time. There's really not a financial incentive to try to snap one of these together."



Amir Rubin of Interactive Light announced the formation of a new publisher for PC-based arcade games, Coinsoft, which was formed by Interactive Light and H. Betti Industries.

Both units are specially designed to withstand the rigors of operating in a commercial environment. One of the embedded components in both units is a Game Control Interface that provides a connection between computer game code and a coin machine's set of input devices. With complete JAMMA compatibility, the interface has built in support for analog and digital input devices including joysticks, pedals,

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guns, trackballs, coin mechanisms, bill validators, and more.

In addition, the company has produced its Gameframe system, which provides computer software programmers–who write games for keyboard commands–with a platform to design titles with commands for traditional arcade inputs. "We are bridging the gap between the arcade world and the game world," Bess continued. "The developer never needs to see the cabinet or final interface" and the operator does not have to worry about the underlying technology running the game.

Ross Smith, Quantum3D's vice president of sales, said the company has served not only as a technology enabler but also a recruiter of talent for the out-of-home entertainment industry. "We are a big time facilitator between game publishers and developers," he noted. "Many of the games here are ones that we brought to people's attention."

When asked about critics, who say the technical hurdles of running PC games in an arcade are too great, Smith said there are only a few minor kinks to work out. By capitalizing on Quantum's research, operators will be able to rely on standardized hardware units and the widespread availability of software while avoiding the problems that often plague home and office computers, Smith argued.

"A standard PC's survival rate is not going to be very high," he said. "It's not a benign environment, and if the machines are down the operators are not making money."

As for the future of the Open Arcade Architecture initiative, Smith predicted a time when all the major players in the consumer and PC game business will also pursue opportunities in the arcade or out-of-home market. "I see arcade divisions within all these companies," he said.

Quantum's future holds a number of interesting projects in store including the completion of a software developers kit that will help map sophisticated keyboard controls and translate them into arcade control sequences, which could open the arcade market to some of the more unique PC titles available.

Coupling that with a series of seminars Quantum will put on for developers should spell good news for operators. By bringing in a wider range of titles, not all of which are driven by fast action, high-resolution graphics, operators might be able to leverage some of their current investment in low-resolution monitors and cabinets already in the arcade.

> ***"I see this open architecture as a way of expanding the product flow. I don't believe this is going to replace the traditional video game manufacturers. I think they will continue to lead the coin machine business. This will be an enhancement to the existing system."***

"Kits are where it's at," Smith conceded. "People don't want to buy all-new hardware."

Therein lies one of the major dilemmas faced by the Open Arcade project: the need to sell a whole new base of equipment to a community of operators that is gun-shy from years of ready-made hardware solutions and striving for a cost-effective way to compete in the increasingly competitive entertainment industry.

After close to two years of hypothetical discussion of the issue, operators can now look to the release of a number of PC-based titles and the continuing evolution of the Open Arcade Architecture initiative for answers and earnings where before there were only questions, speculation, and skepticism. ▲

Randy Fromm
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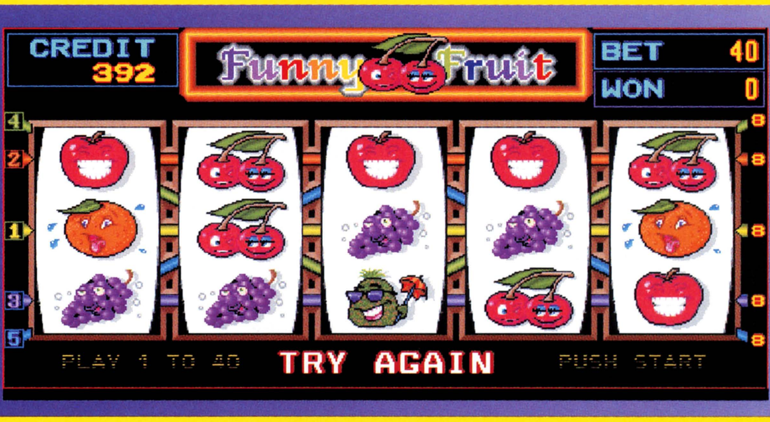
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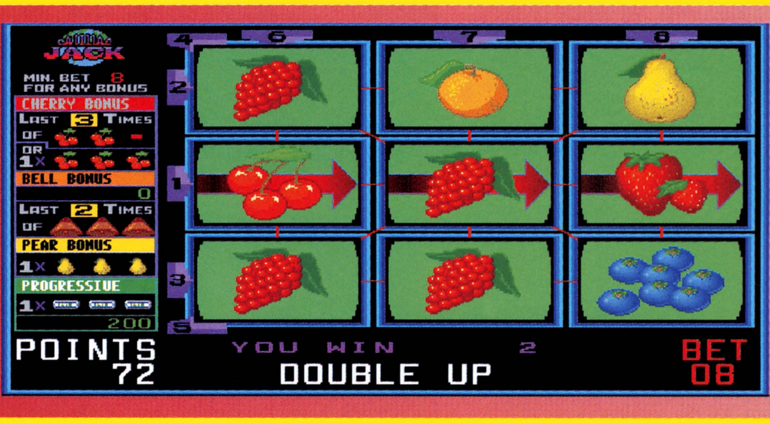
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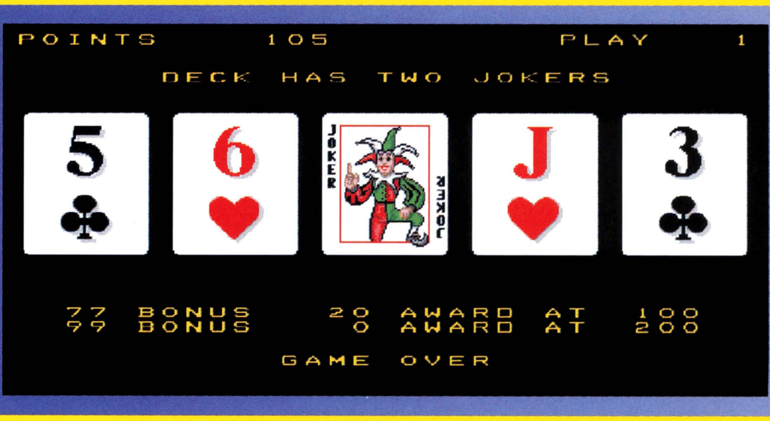
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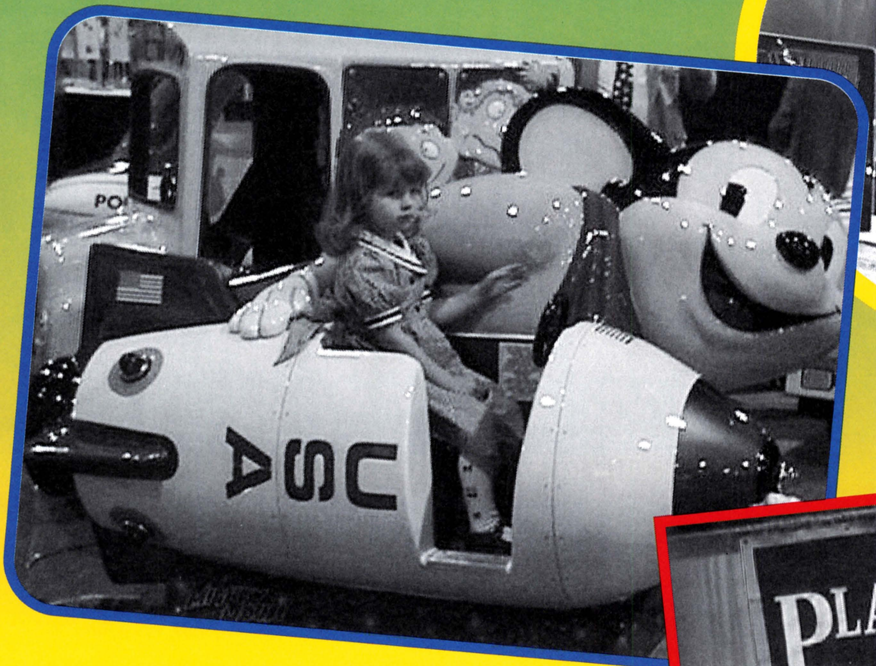
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PATENTS PENDING

THE INDUSTRY *rediscovers its* MOMENTUM

The Amusement Showcase International (ASI), held in Las Vegas at the end of March was a pleasant surprise to many industry showgoers. The American Amusement Machine Association (AAMA), sponsor of the show, held a press conference the final day to present the facts: attendance was up 4.3 percent from the pervious show, sending attendance over the 6,400 mark; the buyer category was up 11 percent, making a total of some 3,300; there were more than 900 foreign visitors; and 750 people attended seminars. The biggest draw was Intel's seminar on the Open Arcade Architecture which drew over half of the total seminar figure.

But industry veterans rarely rely solely on the number crunchers to tell them the true show story. They "just know," as one attendee told us. "The show people always try to boost the numbers to make any show look like the best ever. I never believe them. But this show is good. It's really good no matter what numbers they tell us."

Another operator agreed, "Let's face it, shows are downsizing just like every company in America. Downsizing is the new buzzword. ASI is no different, as you can see by looking at the miniature show floor. But I am really glad I came to this show because it's turned out to be time well spent."

Comments heard on the floor were virtually all positive, but many were hesitant about giving us positive comments because, as this operator said, "My business is picking up more that I would have believed a year ago. But I don't want to look like a fool by saying this has been a great show if everyone else is saying it sucks."

> ***"People are actually taking out their checkbooks and placing orders."***

But others weren't giving out negative vibes, as you can see by these examples: "I really enjoyed the show. It seemed people were more positive. I saw a lot of good equipment with income potential, especially video drivers and pinball. We haven't heard much about pinball lately; the pinball games here had more chemistry than in the recent past."

"Business has been down in general for a few years, and this is the first sign of things springing back into action. The last several shows I've been to were OK but nothing great. It's in the blood now that something good is going to happen."

"There is some different equipment which only makes me think that somewhere people are still investing in developing ideas that will help bring the industry out of its lull. Did you see that Holoplex game, I think it's called *Thundercam*? It's an interactive game that I think would be good for certain locations that attract kids and parents. I don't want to really single out one piece of equipment, but it's an example of someone being innovative."

An exhibitor noted, "We're seeing more buyers at this show. People are actually taking out their checkbooks and placing orders. There's less 'I'll get back to you' and more 'where do I sign?'"

Another exhibitor agreed, "The show has been surprising. There's a large crowd that's receptive to our equipment. A lot more interest is being generated than we had hoped for."

And finally, "We've gotten the kind of response were hoping for."

But to be fair, there were sporadic negative comments like these two: "If these aisles were any narrower, we'd be walking single file. I think it's to make us believe there are more people than there really are."

"I've heard it's a busy show, but I can still look down the aisle and see carpet."

Cross promotion

If you attended the ribbon cutting ceremony, you may have been a little curious to see AAMA president Mike Rudowicz share the snipping honors with Don Hesch, president of operator organization Amusement and Music Operators Association (AMOA) as another AMOA director, first vice president Jim Stansfield, looked on. Your eyes were not deceiving you. It's part of a cross-promotional agreement between the two associations. In effect, each will encourage their members to attend both shows. Said Rudowicz, "Right now there is a need for two shows. Maybe, possibly in the future there will be one show."

Frank Gumma, show co-chairman, added, "There are a lot of shows out there, but most manufacturers are trying to cut back on the number of shows they attend. AMOA and AAMA are the industry, and we want to encourage not only our members but AMOA members to attend both shows."

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Rudowicz said earlier in the week at a sparsely attended Town Meeting with Don Hesch that talks between AAMA and AMOA about merging the two shows have proved unsuccessful for now.

Highlights of ASI

No doubt the Charity Golf Tournament, which took the place of the traditional banquet sponsored by the American Amusement Machine Charitable Foundation, was a tremendous success. Proceeds went to "Always Kids" to help needy children. Rick Kirby, past AAMA president, was behind the idea of offering an event that would still make money for charity while being more fun than a somewhat (dare we say it?) boring semi-formal banquet!

The idea was presented to AAMA members and the response was overwhelming. "I think they liked the idea," understated a pleased Kirby. Companies sponsored holes, which generated funds for the chosen charity. One sponsor told us, "I felt good about this. Not only did those playing golf have a great day, we can look back and say we had a higher purpose than a low golf score."

The Operator Cocktail Party was impressive. Open to everyone attending the show, the turnout was high and the fun was contagious. A band played dancing tunes and that's just what the audience did. "Since the golf tournament has in effect replaced the formal banquet, this is going to be the party to attend," said an operator obviously enjoying himself.

Not only was the event a rare opportunity for manufacturers, operators, and distributors to truly party together, it demonstrated AAMA's goal of ingratiating the show with operators. "This show may have been perceived as a manufacturer show in the past," observed one manufacturer in between dances. "But if AAMA continues to plan things that include operators, it won't be perceived like that anymore."

Show committee member Neal Rosenberg of H. Betti Industries added, "AAMA is listening closely to attendees and trying to make everybody feel equal. It is a show for everyone."

Another rousing success was the very popular TechFest, starring *Play Meter's* technical editor Randy Fromm. Held on the show floor, Randy covered an array of topics from Using Sophisticated (and Some Not-So-Sophisticated) Test Tools to troubleshooting all types of equipment from pinballs and video games to jukeboxes and sticker machines. He ended the sessions with an Open Technician's Forum which drew quite a few comments and questions from operators. We stopped one operator who attended the final session for his overall opinion. "I can't believe that technicians had a chance to spend this much time with the technical guru of the industry," he responded. "The rest of the show was just an aside for me. I know that if they do this again next year the word will have spread and it'll be packed!"

Other highlights included the Redemption Field Trip which drew 60

Let's Dancing
PRINT CLUB ASI'9

Welcome
ASI
AMUSEMENT SHOWCASE INTERNATIONAL
1998 AMUSEMENT SHOWCASE INTERNATIONAL

TOP: Atlus' *Print Club* offered better graphics and more backgrounds. Here's *Play Meter's* Valerie Cognevich and Atlus' Paul Scribner demonstrating the "Let's Go Dancing" background.

BOTTOM: The ribbon cutting ceremony included AAMA president Mike Rudowicz (l) and AMOA president Don Hesch sharing the scissors as, (l-r): Bob Fay, Jim Stansfield, Rich Babich, Sal Mirando, Ron Carrara, Neal Rosenberg, Elvis, Al Kress, David Capilouto, Frank Gumma, Marty Glazman, Steve Koenigsberg, and Frank Cosentino look on.

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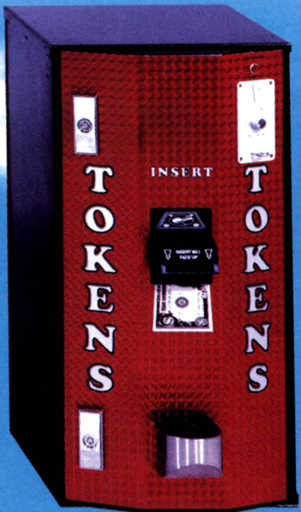
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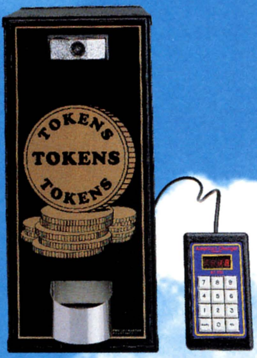
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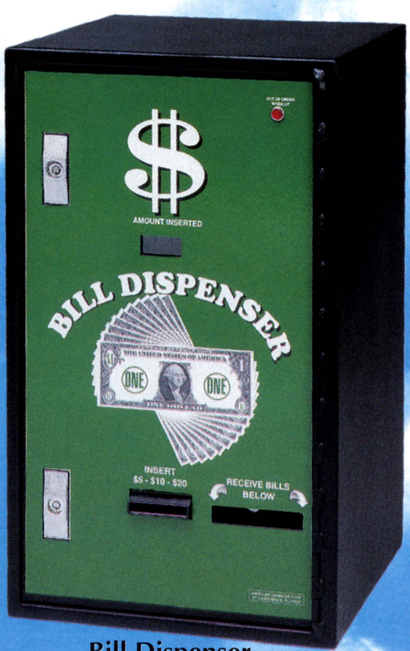
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people, and the Treasure Hunt, sponsored by nearly three dozen exhibitors who generously donated prizes.

Parental advisory stickers

With all the positive feedback coming from ASI, there is an issue that absolutely must be taken seriously or it could become a black cloud threatening the industry. It's the issue of policing our own industry through parental advisory stickers on games, an effort strongly supported by AAMA, AMOA, and IAFEC. However, all groups agree that they are facing a monumental task of drawing support from the industry in general. They've heard operators say they fear a reduction in revenues if they apply the warnings and that it's just too much trouble. However, in a meeting held during ASI with representatives from all three associations in addition to attorney Elliott Portnoy, it was clear that the industry can't drop the ball now and excuses simply won't hold any weight.

The industry has recognized that it now has a golden opportunity to avert legislative action by, in effect, policing itself and addressing a real concern among parental groups and consequently legislative bodies. However, if the industry looks the other way, soon it won't have a choice but to adhere to rules set down for it, which will be far worse than what it could do on its own. The associations have set a plan in motion to encourage video game manufacturers to incorporate the advisory warnings directly in game artwork to alleviate the need for stickers that can and do come off. For now, the set of nine stickers are available to denote strong content, mild content, and suitable for everyone in categories like animated, lifelike, sexual content, and language. The stickers can be obtained from any of the associations. Call right now if you haven't found stickers packed with your games.

> ***"I can't believe that technicians had a chance to spend this much time with the technical guru of the industry."***

During the meeting, attorney Portnoy made it abundantly clear that this is an issue that will not go away, especially in light of several tragedies in Arkansas concerning shootings by youngsters. The most recent one involved an 11-year-old and a 13-year-old who stole their family's van and guns and opened fire at fellow students as they emerged from the school building. Those at the ASI meeting concurred that they'd seen the topic of child violence at least once during the past several days either on TV or in the newspaper. And whenever experts begin to speculate on where society has gone wrong in producing these violent outbursts among children, violence in video games is rushed to the top of the list of things to blame.

A group of operators has agreed to participate in a test scenario involving games with a strong content, and the results will be used in preparing a report due to Congress in the fall. You will be reading in these pages much more about this issue, and we will be strongly urging operators to take it seriously and get involved like their businesses depend on it.

Equipment

As in the past several shows, sticker and stamp machines were in abundance. However, this time it seemed we were seeing the next generation offering higher quality and more options. Atlus offered the latest model *Print Club* with dynamic graphics and many more backgrounds. There was a countertop model in the Dyflex booth called *Mini Shotz*, designed for locations without harsh lights, like bars for example. There was even a machine called *Photo Pod* from Xstasis that gave the customer a sheet of stickers and using that photo made an instant Web page that allowed the customer to send photos to friends

About 60 people went on the Redemption Field Trip.

SCANDIA
REDEMPTION FIELD TRIP

A shot of attendees waiting to pick up their badges.

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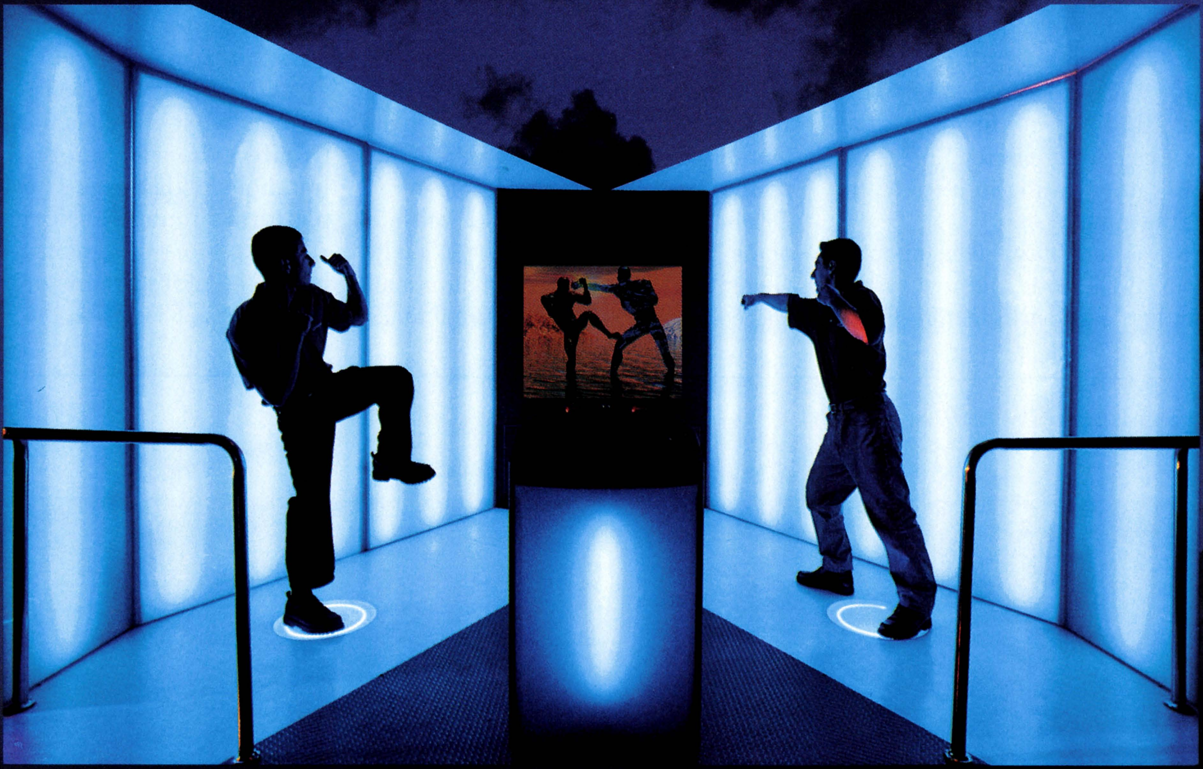

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Video games are always scrutinized more harshly (or fondly) than other types of equipment. There were over a dozen exhibitors offering video games in one form or another. The biggies, Konami, Atari, Williams, Namco, Sega, Capcom, SNK, and Incredible Technologies had a smorgasbord of video games for attendees. Of course, not unexpectedly many operators balked at the enormous price tags on some of the larger simulators no matter how much they liked them. Namco's *Rapid River* was complete with a realistic rubber raft and paddles for maneuvering down the river shown on the giant video screen. Just watching people play this was an experience. By the looks on their faces, you'd swear they forgot they weren't really shooting the rapids!

Namco had a booth chock full of other video experiences, many requiring a physically fit player. Hop on a mountain bike and peddle your way through treacherous terrain, and you'll be wishing you kept that New Year's resolution to get into shape!

Sega's *Harley-Davidson* game was also talked about quite a bit. (It would go perfectly in a location with Rock-Ola's *Harley-Davidson* jukebox!) Sega's booth took time to work your way through, but it was worth the effort. "If I can afford to buy Sega games, I do because they almost always make a lot of money," observed one operator waiting in line to play one of the games.

SNK was kept busy talking about its Hyper Neo-Geo 64, the new system out for just a short time. "I've been waiting for this," exclaimed one operator busy playing *Samurai Shodown 64*. "I think the original Neo-Geo was the best thing this industry has seen as far as making us a good return on investment. If this new one was even half as successful, I'll be their biggest fan."

Operators liked Konami's *Teraburst*, a science fiction shooting game featuring a machine gun.

"I've always been a Konami game buyer. The prices are not as high as some, but it's rare not to do well with their games," said one operator.

"If I can afford to buy Sega games, I do because they almost always make a lot of money."

A real Viper sports car attracted attention at Sega Pinball's booth. It was promoting its latest pinball, *Viper Night Drivin'* which operators said was one of the best pinballs they've seen lately. "I heard operators saying that pinball was coming back. I'm not sure if that's true but I took a second look at this one so maybe he's right," explained one operator, checking out the game.

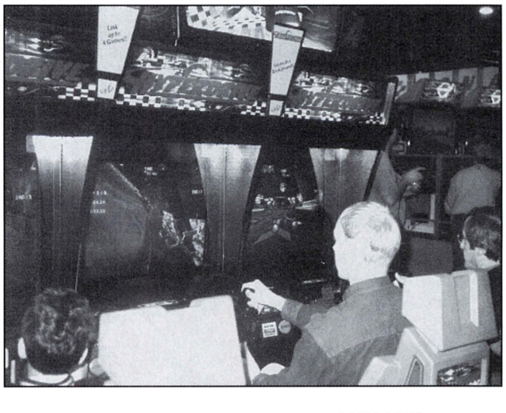
Companies offering industry staples said the response to their product was tremendous. For instance, if you were looking for a jukebox the selection was impressive. There were Rock-Ola's *Corvette, Harley-Davidson,* and *Intrigue*; Wurlitzer's *Princess* jukebox; Rowe's *Berkeley*; NSM's *Sapphire*; and even a selection of Seeburgs from Mexican company Universal. TouchTunes showed the much-awaited digitally downloaded version of offering music. Company representatives assured operators that the final version would be available around June for UL inspection. They signed up a number of operators during the show. Arachnid, known for darts, showed a prototype of a downloading jukebox.

Operators were intrigued with new features on dart games including advertising screens and paperless dart leagues from both Arachnid and Merit. "We've designed features to get the non-dart player off the bar stool," said Arachnid's Bob Mills.

And finally, there were the expectations surrounding the Open Arcade Architecture. While a lot of questions remain as to how the open arcade initiative will be received and through what channels they'll be distributed, the release of at least five traditional video games based on the platform should transform the concept into more of a reality for operators. (See more on this in "Through the Looking Glass.") ▲

Virginia Kaufman of Exidy presents the *Fun House Mirrors* to Treasure Hunt winner Steve Goldie of Associated Students.

Sega's *Harley-Davidson* & *L.A. Riders* was a hit.



Williams' offered *Hyperdrive*, which attendees said they liked.

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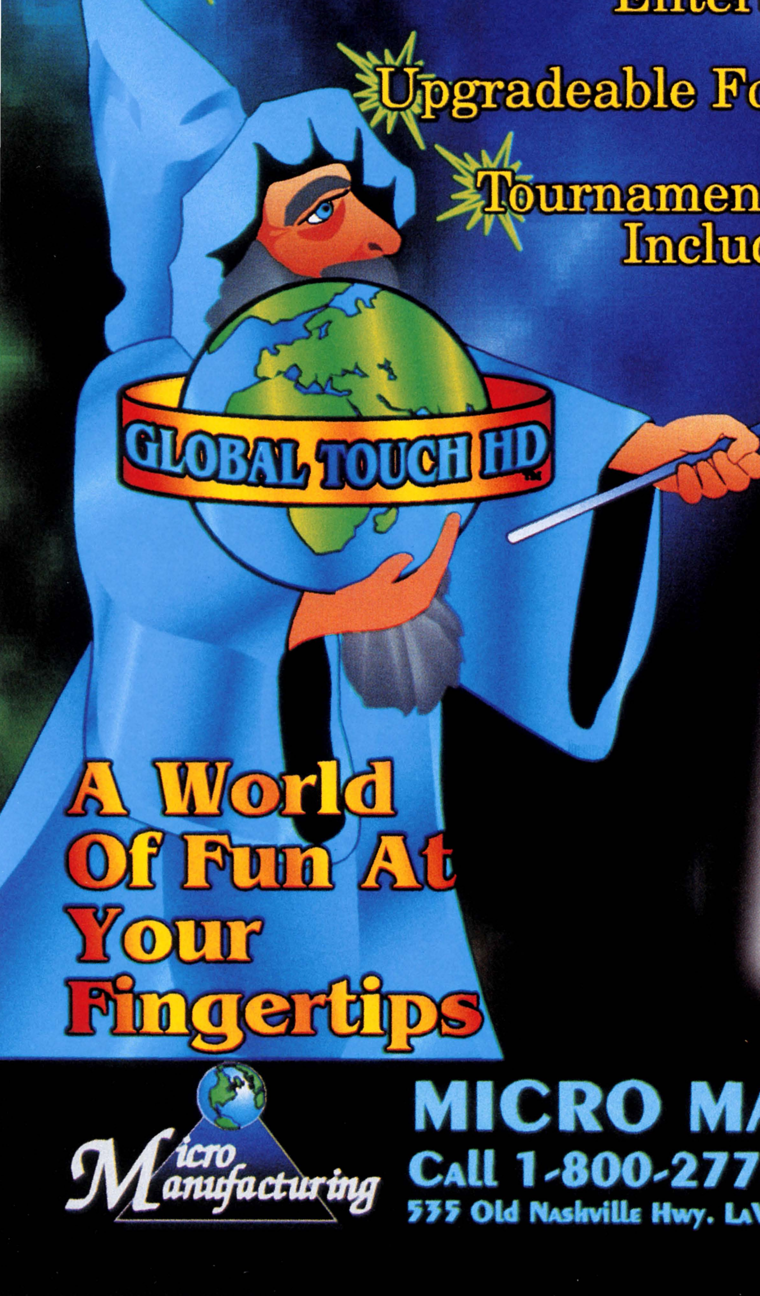
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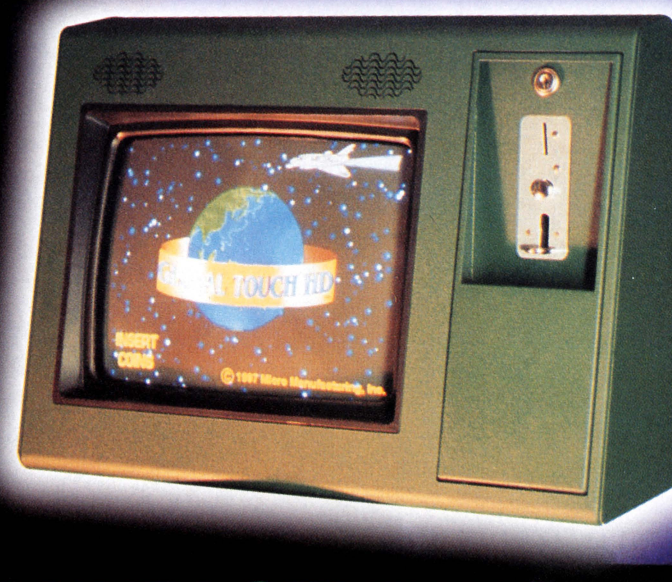
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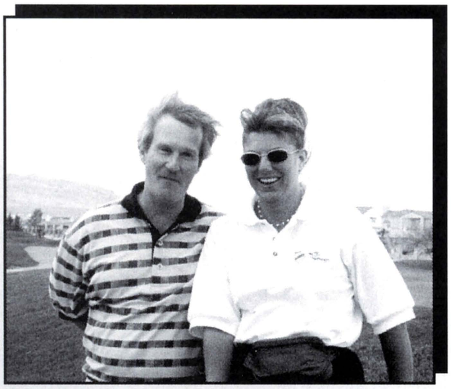
At the hole sponsored by their company: Interactive Light's Jeff Walker (l) and Stuart Wallock.

From left: Sammy USA's Rick Rochetti, Plus Sales' Pete and Steve Walton, and Sammy USA's Dave Cane.



Golf tournament organizers Rick Kirby of New England Coin-Op and Angela Orlando of AAMA.

From left: Steve Koenigsberg of State Sales & Service, David Capiluto of Greater Southern, and former AAMCF honorees Steve Lieberman of Lieberman Music and Ray Galante of Music-Vend.

AAMA president Mike Rudowicz was paired with AMOA president Don Hesch.

AAMCF charity golf event draws a sold-out field

More than 140 attendees at ASI '98 enjoyed a day at the Painted Desert Golf Course the day prior to the show while raising over $50,000 for charitable causes at the first annual American Amusement Machine Charitable Foundation Golf Tournament.

Thanks in part to the generosity of the 47 companies that served as Hole Sponsors for the event, the outing was deemed a huge success, and plans are already underway for next year's competition. "It's going to continue to grow and help the show in the future," said show committee chairman Sal Mirando of Coastal Amusement.

In addition to enjoying a blustery day on the golf course, a number of players walked away winners by defeating the rest of the field in a number of areas. Prizes were awarded to Steve Shaffer, Phil Cardena, Fred VanEtten, Peter Betti, and Julie VanEtten for their closest to the pin efforts and to Tony Yula, Craig Cahoon, and Carol Carrara for the longest drives.

Best score prizes were given to Steve Walton, Scott Shaffer, Julie VanEtten, and Jeannie Petit. The overall winning team was made up of Todd Cravens, Hal Lieberman, Steve Toranto, and Scott Shaffer. Additionally, a special prize was awarded to Jim Kelly for being the "Most Honest Golfer."

All proceeds from this outing will support Always Kids, a sponsored community service campaign utilizing media advocacy programs to address the problems facing today's youth. ▲

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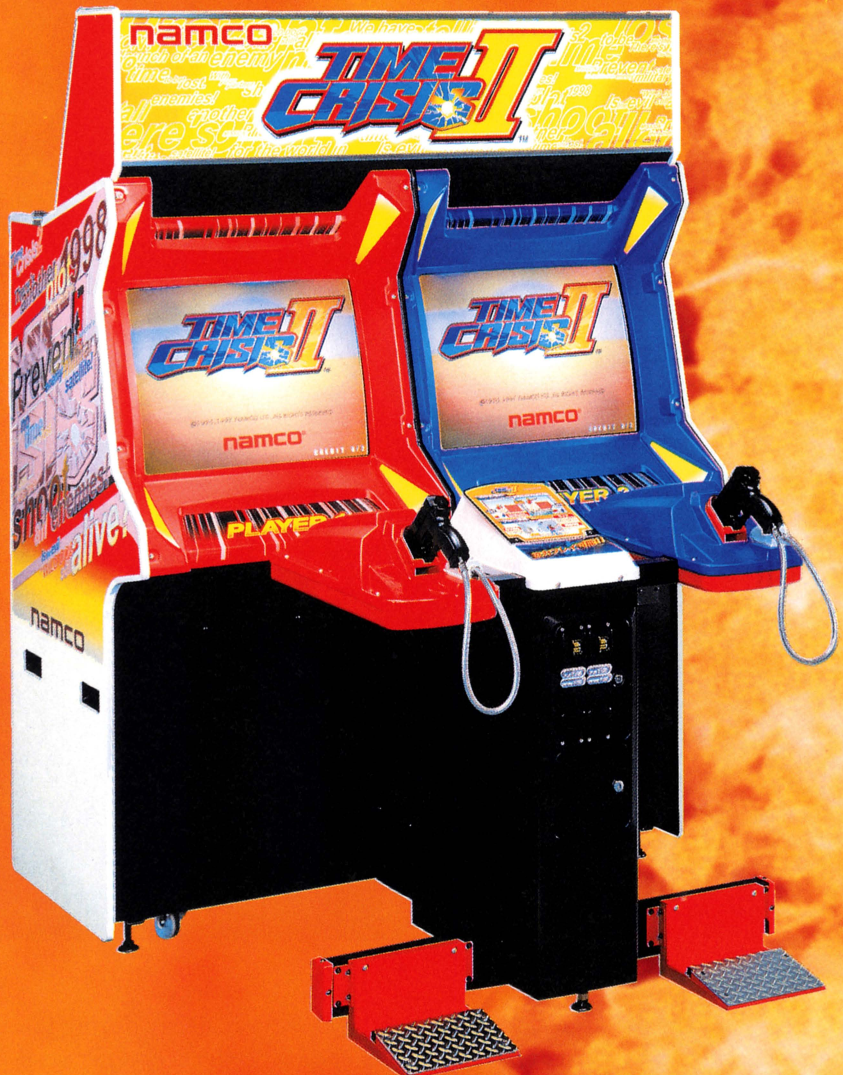

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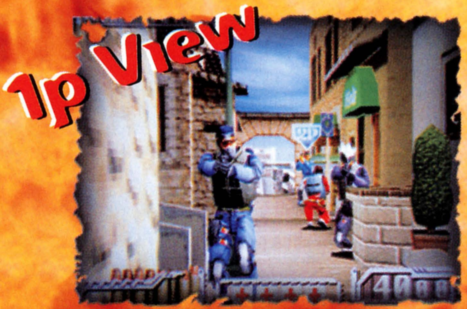

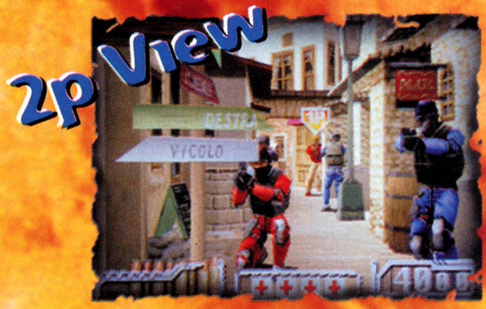

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AWARDS HONOR THE best of the best

TOP: Representatives from award-winning companies join Play Meter publisher Carol Lally and editor Valerie Cognevich with their Operator's Choice awards which were voted on by operators around the country.

SIDE: Larry Hodgsen of Incredible Technologies accepts the Operators' Choice award for best video kit from Play Meter's Carol Lally.

Sega representatives accept AAMA awards, (l-r): Tony Maniscalco, Mike Rudowicz (AAMA), John Hill, and Pete Gustafson.

Noteworthy awards were a highlight at the Operators' Party during the Amusement Showcase International. Both outstanding products and personal achievements were honored.

Operators from around the country had an opportunity to vote for their favorite games in *Play Meter's* annual State of the Industry Survey. The results of the survey translated into six Operators' Choice awards:

Best video simulator—*Cruis'n World* by Midway Games.
Best video kit—*Golden Tee '97* by Incredible Technologies.
Best dedicated video—*Maximum Force* by Atari Games.
Best redemption game—*Cyclone* by ICE.
Best countertop—*Megatouch XL* by Merit Industries.
Best pinball—*Medieval Madness* by Williams.
Best jukebox—*LaserStar CD-100* by Rowe International.
Best sports/table game—*Cougar* pool table by Valley Recreation Products.

A new lineup for a New Year!

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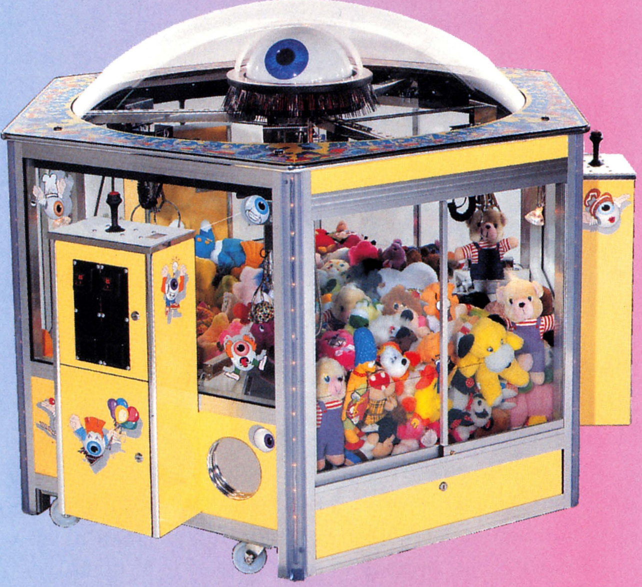

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The Brady Distributing staff accepts AAMA's award for Distributor of the Year, (l-r): Jon P. Brady, Mike Rudowicz (AAMA), Blair Norris, and Jon W. Brady

Peter Feuer (r) of Merit Industries accepts AAMA's Manufacturer of the Year award from Mike Rudowicz, AAMA president.

Namco officials accept AAMA awards, (l-r): Tom Siemieniec, Emilio Cabrera, Mike Rudowicz (AAMA), Frank Cosentino, and David Swafford.

Play Meter also awarded Gene Urso of Milwaukee Coin Machine the Ralph C. Lally II Operator of the Year award for a lifetime of dedication and service to the coin-op entertainment industry (see special tribute in this section).

The American Amusement Machine Association presented sales achievement awards for the calendar year ending Dec. 31, 1997. Five companies were honored at four different levels of achievement: Silver, Gold, Diamond, and Platinum. Here are the winners:

Video, Silver: Awards went to Midway for *Mortal Kombat 4* (dedicated) and *Off Road Challenge* (kit); to Namco America for *Tokyo Wars*, *Alpine Racer 2*, and *Alpine Surfer*; to Sega GameWorks for *Lost World Deluxe*, *Wave Runner*, and *Daytona* single.

Video, Gold: Awards went to Sega for *House of the Dead* and Midway for *NFL Blitz* (dedicated), and Incredible Technologies' *Peter Jacobsen's Golden Tee 3D Golf* (dedicated).

Video, Platinum: Awards were presented to Sega for *Super GT Twin*, to Atari for *Maximum Force* (dedicated and kit), to Midway for *Cruis'n World* (dedicated) and *Off Road Challenge*, and Incredible Technologies for *Peter Jacobsen Golden Tee 3D Golf* (kit).

Video, Diamond: This prestigious award went to Midway Games for *Cruis'n World* (dedicated), Atari for *San Francisco Rush* (dedicated), and Namco America for *Tekken 3* (kit).

Pinball: Silver awards were presented to Williams for *NBA Fast Break*, *Junk Yard*, and *Cirqus Voltaire*, and Gold for *Medieval Madness*.

AAMA presented two other awards: Manufacturer of the Year to Merit Industries and Distributor of the Year to Brady Distributing.

At a separate function Rowe International honored its distributors with a number of awards: Rowe Cup for outstanding accomplishment in marketing Rowe products— Rowe South America; President's Cup for distinguished service as a Rowe distributor—Rincon Musical S.A. de CV; Outstanding Vending—Lieberman Companies; Outstanding Music—State Sales & Service; and Outstanding Changers—American Vending Sales. ▲

BALLY'S
VEGAS

Presenting the Rowe Cup, (l-r): David Sadler and Joel Friedman of Rowe International and Enrique Calderon and Martin LaCruz of Rincon Musical S.A. de CV.

Rowe International award winners, (l-r): Frank Gumma and Vincent Gumma of American Vending Sales, Steve Koenigsberg of State Sales & Service, and Steve Lieberman of Lieberman Companies.

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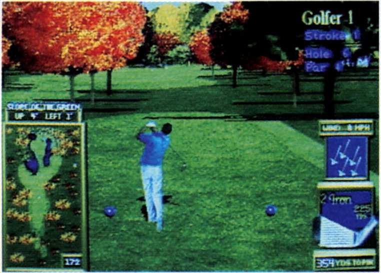
Golfer 1
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Hole
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SLOPE OF THE GREEN
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2 Iron
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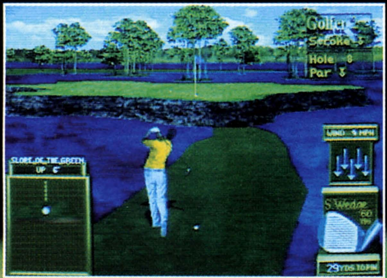
Bayou Bend
Swampy Louisiana Marshes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Palm Grove
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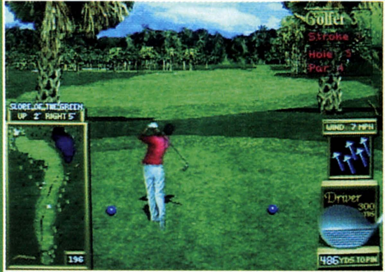
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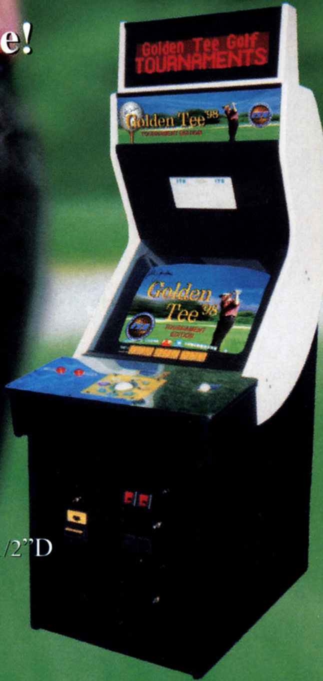
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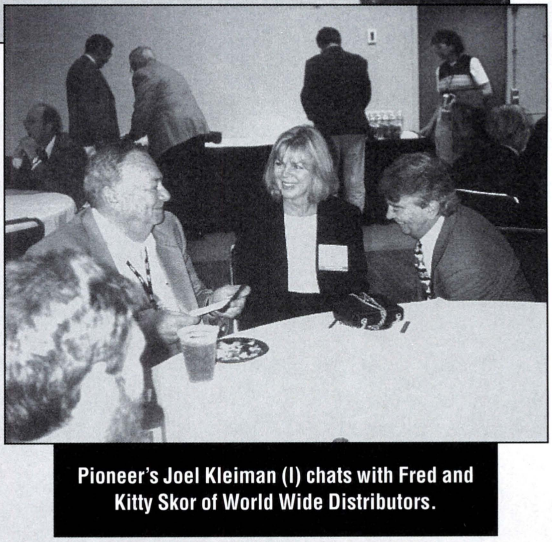
Steve Kordek with long-time friend Al D'Inzillo.

TOP: 1988: The first gathering

BOTTOM: 1998: 10 years later!



Pioneer's Joel Kleiman (l) chats with Fred and Kitty Skor of World Wide Distributors.

Ten years ago a group of industry veterans came up with an idea to host a reunion of sorts for those who have been in the coin machine business for 25 years or more. They called it The Half Century Club, later revising it to Century Club. Throughout the years, meetings have traditionally been held during AMOA and ASI shows, always on the Friday during the show from 3 p.m to 5 p.m. There have been a number of sponsors, but Williams has generously picked up the tab most of the time.

Attendees have included second generation attendees represent-

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Due to the enthusiastic response shown in exhibiting at TAMA•GTI EXPO '98, the deadline for overseas registration to exhibit is May 30, 1998. If you're interested in joining us, please contact the Overseas Department of *Game Time International* at TEL:+886-2-2760-7407~10 • FAX:+886-2-2762-3873. Complimentary tickets to TAMA•GTI EXPO '98 are available upon request.

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ASI 98

TOP: The two Hanks (Ross-l and Tronick-r) talking about the good old days!

BOTTOM: Steve Kordek looking at a miniature *Big Hit* pinball brought to the meeting by Al D'Inzillo, an old friend of Steve's and an industry veteran.

ing their parent who couldn't attend or who had passed away. There have been surprise visits by some who have long been out of the business but wanted to share a story or two of the good old days with those who've been there. And there have been guest speakers who had the rest of the group nodding their heads in recognition of the times gone by.

Steve Kordek of Williams, who has perhaps more years in the business than just about anyone we can think of, has been the gracious organizer of the event since its inception. He has taken the task to heart, faithfully mailing invitations and keeping the mailing list up to date. He wasn't too pleased with the response from those planning to be at this 10th anniversary meeting, but was delighted when nearly three dozen members showed up.

Kordek told his many friends that he felt he could not longer carry the burden of responsibility for organizing the meetings by himself. It was unanimously agreed that Sharon Harris, whose father Stan Harris is an operator who has chalked up over 50 years in the business, will work with Kordek.

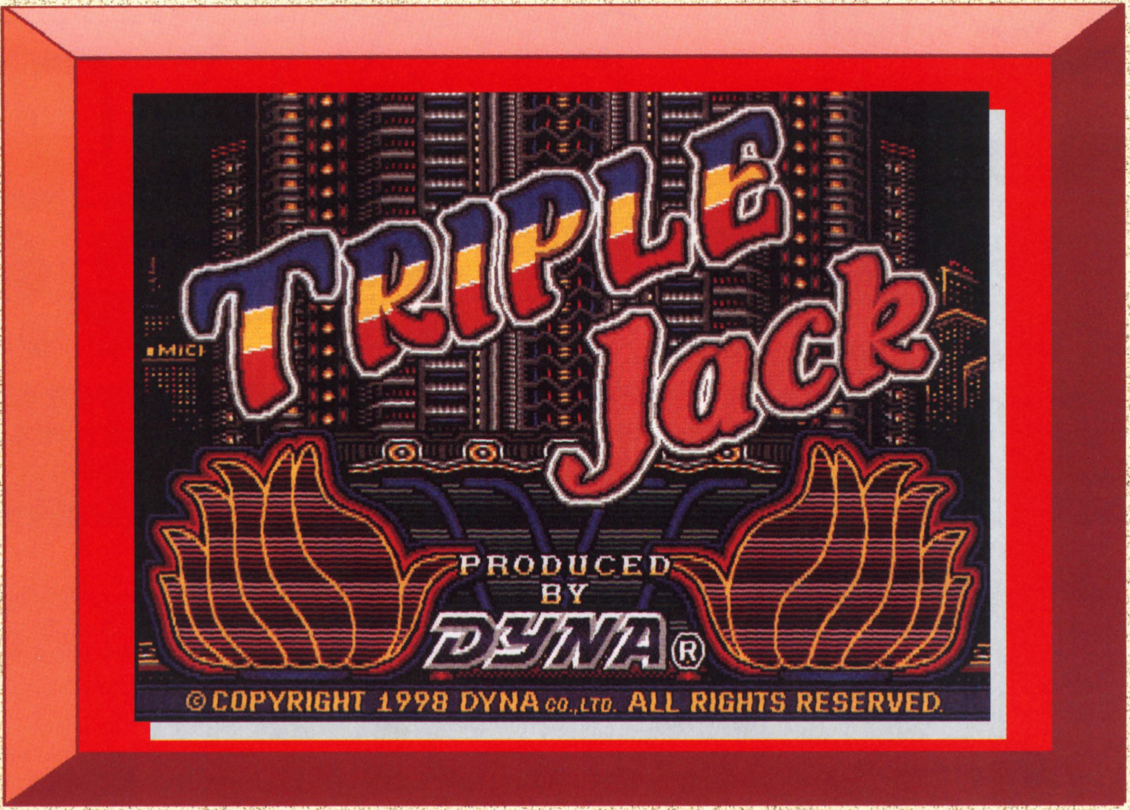
This year the honored guest speaker was Hank Tronick of C.A. Robinson. He was with the company before Al Bettelman became partners with Charlie Robinson, eventually becoming sole owner. Tronick chuckled as he shared stories from those early days.

His parents had a candy store when he was growing up and he fondly recalled the pinball machines they always had. It was his first taste of the coin-op industry. His radar experience in the service landed him in the parts department of a distributor. "He figured that my radar training made me the perfect choice to work in parts," Tronick said. "However, he never knew that I didn't know one part from the other and sold them by having customers point to what they wanted!"

But he never left the coin machine business and said he loves having memories of the old days but is glad to see the young approach to the business. "These young people are creating their memories like we did ours. It's gratifying to see what Al's sons have done; I'm very proud of them."

You'll be able to read even more about Hank's industry career (it could be wild!) when we do the interview he promised to us on his 85th birthday, a few short years away! ▲

Coming Soon... with a brand new Jackpot!!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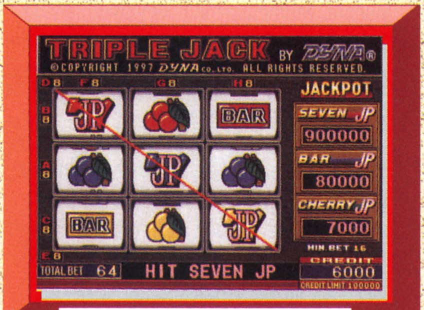
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SEVEN JP
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CHERRY JP
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6000
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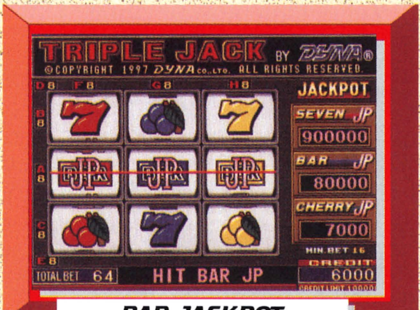
TOTAL BET 64
HIT SEVEN JP

SEVEN JACKPOT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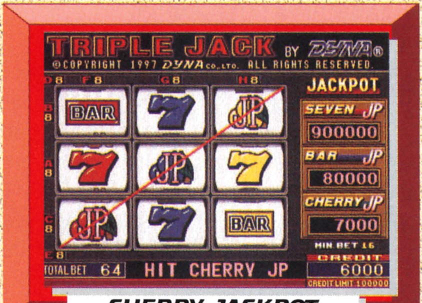
TOTAL BET 64
HIT BAR JP

BAR JACKPOT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CREDIT
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TOTAL BET 64
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ASI 98

GAME LISTINGS

We walked the aisles, talked with exhibitors, and compiled a list of the equipment we saw. We've included the company's phone number at the end of each listing to make it easy for you to give them a call for more details. Happy shopping!

ADVANCED GAMES & ENGINEERING

The Beanie Zone (crane)

The company asks: "Looking for an extremely well made, well priced skill crane? You'll find it in this machine." It's specially designed, attractive, made of galvanealled steel cabinetry with attraction lighting and a special beanie claw. It has a rear chute, easy loading front window, prize counter, and separate eight-way joystick and drop claw controls.

Also shown: The Lobster Zone (crane to dispense live lobsters), The Toy Zone (crane for plush items), Calling Card Depot (phone card vendor), and Snack Attacker (candy crane). Phone: (954)527-0907

AMUCHINE ENTERPRISE

Sparkling Track (prize vendor)

Four-player prize vendor where players move a shuttle craft up and down along tracks that wrap around a rotating cylinder. The aim is to reach the goal to gain a prize or tickets. Features adjustable speed and difficulty levels, different tracks, and special sound effects. Phone: 886-2-2245-9700

ARACHNID

Black Widow (electronic darts)

Wall-mount game with two dart boards and center touch screen monitor that gives team and individual standings in dart leagues. It eliminates the need for team cards and uses codes like ATMs. The screen shows accuracy and speed and offers two-way communication, four different speed games, and variations on popular dart games. A maximum of eight players per side can play at a time; in split screen mode it plays like two Galaxy games. Play two targets head to head, play the left side by itself, or play the right side by itself. Sixteen advertising screens will accommodate pre-sold national and regional advertising.

Baudy Songs (jukebox)

Digital downloading jukebox unit with unlimited capacity. Features include high-resolution graphics; touch screen music selection by song, artist, album, and genre; and animated graphics rotating through advertising messages. The company has a patent-applied-for method for operators to personalize local ads using the Arachnid catalog. Plans are to sell through distributors; negotiations with recording labels are in progress.

Also shown: Galaxy darts. Phone: (800)435-0319

ASCENSION PRODUCTIONS

Lazer Runner (laser tag)

A new electronics system allows operators to change vest colors and handle all controls on a touch screen. Special effects for the company's turnkey systems include mines that detect friend or foe and home bases that alert team members when under attack. Radio frequency transmits all information immediately. Phone: (403)496-9058

ASTRO DISTRIBUTING

Rotary Star (crane)

Play is similar to traditional cranes but with a twist. Prizes rotate, with sound effects and flashing lights inviting the player to choose a prize by stopping the rotation. The colorful prize catcher raises up at the command. The player positions the catcher head in front of the prize selected, and if he is skillful enough he can disengage the screw cup and the prize falls into the chute.

Bowlerama (redemption)

This self-contained unit invites players to insert a coin, aim the shooting mechanism at any pin, press the green firing button, and collect the prize from the delivery chute. A winner every time. Available with a ticket dispenser or bulk vending dispenser.

Viper XI (motion simulator)

An interactive 3D flight simulator with 28" monitor and Diamond Stealth theater- quality sound system. Choice of PC based games, Descent II, Slipstream 5000, or Shattered Steel. Features internal and external monitors, compact footprint, and it's coin-operated so no attendant is needed.

Alvin and the Chipmunks (kiddie rides)

From EMT, there are two Alvin rides to choose from: The Alvin Car with bright yellow and red color scheme and a life size Alvin; and Trolley with Alvin in brilliant blue and red with Alvin waiting for his little rider.

Multi Truck (kiddie ride)

This EMT kiddie ride gives you four interchangeable cabins: fire engine, ambulance, tanker, or tipper dump truck so you can change rides without buying completely new ones.

Also shown: Gumball Tanker, Round N' Round, Shot Clock 2, Lucky Star, and EMT's Muppet Babies kiddie rides. Phone: (309)786-7066

ATARI GAMES

California Speed (video simulator)

Described as a street-priced driver, Speed utilizes hardware designed around 3Dfx's Voodoo Graphics chipset and offers an accessible driving model, in-depth selection of cars and tracks, and eye-catching graphics. It's available in 25" and 33" monitor configurations. One of the game's most important features is a new player-friendly driving engine.

How to Get In the Game for Only

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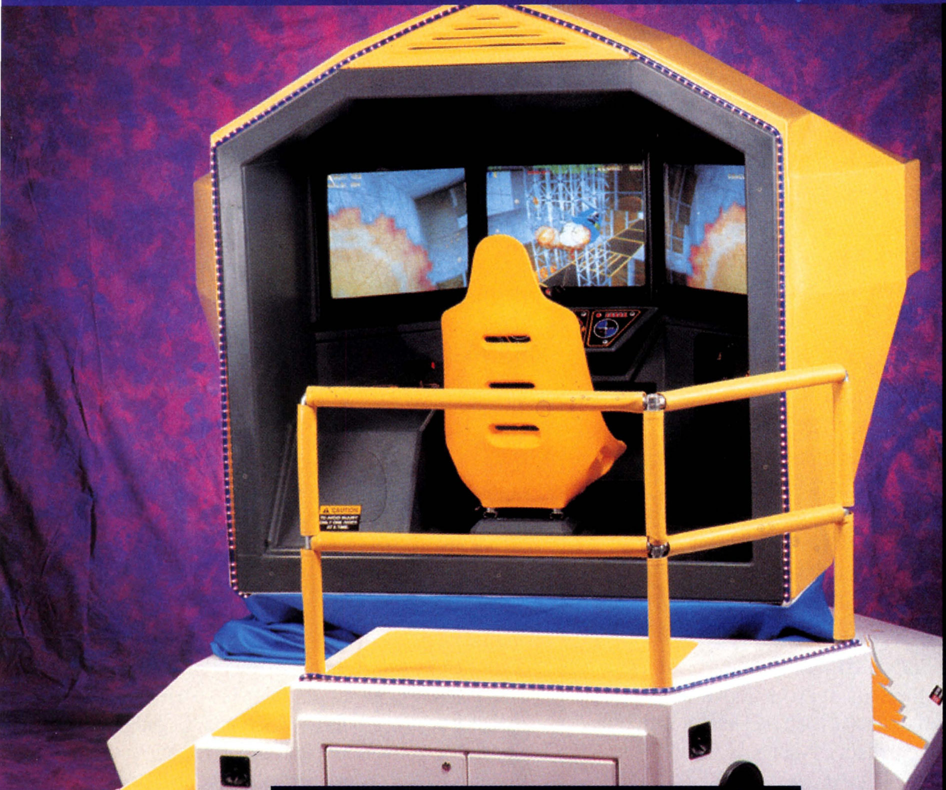

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Xtreme
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*$3,360 includes first and last month's payment as security deposit, a down payment and filing fee.

Offer subject to change without prior notice.

Surf Planet (video)
Available as a JAMMA-compatible universal kit, Surf Planet combines speed, creativity, precision, and adrenaline, all woven together seamlessly in the unit's game play. Surf Planet features four different Alpine tracks, rated by level of difficulty. The players' goal is to race down the mountain, passing each checkpoint in order to make it to the finish line before time expires.

Also shown: Area 51/Maximum Force Duo, and San Francisco Rush. Phone: (408)434-3700

ATLUS DREAM ENTERTAINMENT

Super Print Club (photo sticker booth)
Will be available later this year. It features a digital camera and printer for clear, crisp images. The customer gets a sheet of stickers with two different size photos. It's open architecture so it will easy to add more frames and customize.

Promotional package
Atlus will offer an attractive promotional package with all of its machines. It includes posters, flyers, coupons (fill a card with stickers and get a free pizza, for example), direct mail pieces, ad slick to customize for local areas, and more.

Slimboy (toy vendor)
The perfect companion for the sticker machine developed by KDK Enterprises. It can dispense lots of photo sticker keepers like key chains, mini photo books, calling cards, and crystal photo sticker covers from Buy Rite.

Also shown: Print Club (photo sticker booth). Phone: (714)753-7883

ATM EXPRESS

TBS 7700 Model (ATM)
Cash machine that can be easily upgraded on-site. Features: upright unit (22" wide x 20" deep x 54" high without top sign), all-steel cabinet, UL listed 291 business-safe, advertising on LED sign, VeriFone components, accommodates all credit cards and ATM cards. Phone: (410)437-9299

AXXESS TECHNOLOGIES

Quick-Tag (vendor)
Obtain custom pet and ID tags with this state-of-the-art self-serve engraving system. Machines are stocked with quality tags in various shapes, sizes, and colors. Customers choose from six styles, type in the required information, and quickly get the tag. Phone: (888)600-8247

BAY TEK

Toss-Up (roll down)
A ball tossing game with dazzling hot neon lights, zippy sounds, and lots of bright colors. The company has added "full-through-the-air" tossing for more control. Games are fully bankable.

Hoopzgum (bulk vendor)
This interactive bubble gum vendor gives a prize every time as players play until they win. They are rewarded with a gumball after a hoop is made.

The Fortune Teller (novelty)
This life-sized gypsy encased in a wooden cabinet has realistic head and hand movements as her crystal ball changes color. Lucky fortune cards are dispensed to the player. Includes speech and lighting package.

Buzzy Buzzy Bee (novelty)
Light-weight balls (ping-pong ball size) painted in authentic bumble bee colors fly through the air challenging players to net as many as possible and put them into the honey pot before the time expires.

Air it Out (novelty)
As lights are illuminated at random around football graphics the player tries to hit the stop button for a touchdown pass.

Also shown: Clown Rolldown, Goin' Bananas, Willy B. Stinky, Bug Bash, Basket Fever, and Jump Shot. Phone: (920)822-3951

BENCHMARK

Inline (skill stop)
The player picks five to 10 numbers, slams a button in the middle of the cabinet, and watches as his card (shown on a giant circle mounted on the back of the cabinet) fills to reveal three, four, or five in a line or Super Diamonds, which wins the display value. There's an ultimate ticket payout of 1,000 tickets for getting double inline.

Slam Bingo (skill stop)
This is the second in the Convert-A-Game series that uses the same cabinet with the upright playfield as Inline. More conversions are planned.

American Dream (coin pusher)
This game features nostalgic backboard artwork with our favorite Chevrolets, the 1957s.

Also shown: Claim Jumper. Phone: (954)781-8080

BEST AMUSEMENT

Excalibur (video gaming)
Touch screen multigame with multihand blackjack, draw poker, keno, bingo, and video slots slated for May shipping date (more games will be released later). Features: all-metal cabinet, high-resolution monitor, JCM WBA acceptor, coin mech, Ithaca printer, and linkable progressive.

Also shown: Cherry 96, Super Cherry Master Plus, Treasure City, and Triple Jack 8-line games plus Double Up poker. Phone: (864)220-6777

BOB'S SPACE RACERS

Red Planet (novelty)
Players land the Pathfinder explorer on Mars using an advanced joystick and grabber to cover the landing site so no light shows through. The game, based on Total Eclipse, features digital technology and sound and can be re-themed.

Top Spin (novelty)
Players shoot water guns at targets and move toys up vertically to the finish line. The game can be re-themed with a variety of toys, colors, and sounds. Phone: (904)677-0761

BRAINCO

Trip 2 (simulator)
An interactive, single-player motion simulator with a 27" color SVGA monitor, digital quality stereo sound, and motion system that generates side-to-side roll of 15 degrees in either direction, forward pitch of eight degrees, and rear pitch of 30 degrees. The unit, which utilizes Intel's Open Arcade Architecture, offers modular electronics facilitating service and repair. Trip 2 can create a motion experience with any Windows 95 game, subject to license. Phone: (650)526-1399

BRAND IMPORTS

Giant Sticker Machine (bulk vending)
The name says it all! This vendor, available in one- two- or three-column configurations, can vend even the largest stickers or temporary tattoos. It has a vertical five-coin mechanism set for $1 vend, is powder coated, and holds 300 stickers per column. Phone: (602)443-3378

BROMLEY

Shocker (specialty)
This electric-chair attraction gives players a real shock with a built-on cash box, Original Shocker Electric Chair, and D.C. Voltage meter on the marquee-style headboard. Dimensions are 41 inches high x 31 inches deep. It weighs 400 pounds.

Also shown: Colorama, Super Rock and Bowl, and Wheel 'M In. Phone: (847)509-0240

CADILLAC JACK

Funny Fruit (redemption)
A five-line game that offers players multiple ways to win, horizontally, vertically or diagonally. The company also exhibited updated Cherry Plus game play, and scratch bonuses have been added to Pirates Gold.

Also shown: the company's full line of cabinets and novelty redemption games includ-

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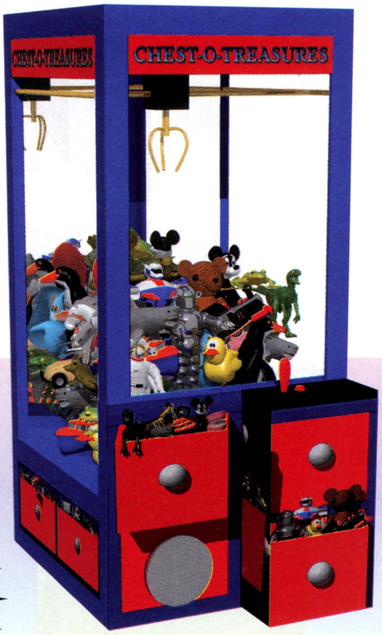

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Give your crane a unique identity with custom graphics. A wide range of available options, or we'll create a new look to your specifications.

The Brute Crane
78.5" Tall x 34" Wide x 36" Deep

***RoboTuff™* Retrofit Kits Available**
Chest-O-Treasures™ Hardware and Electronics, with the same extended warranties.

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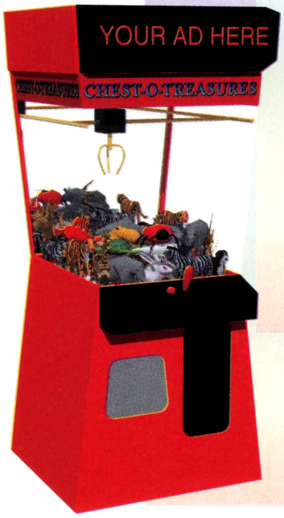
* Resulting From Normal Usage

Compare *Before* You Buy!

The Beeny Baby / Candy Crane
67" Tall x 26.5" Wide x 25" Deep



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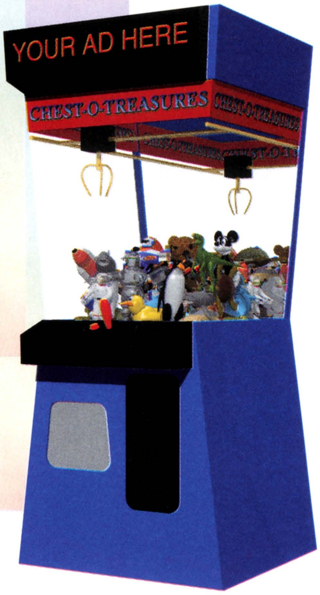
- Low voltage DC operation with motor burn-out protection
- Digital claw tension control
- Direct mechanical drive bridge control
- Attract mode with AdMarq programmable marquee
- Adjustable pricing and play time switches
- Digital game time and credit display
- JoyStick operation
- Money-In, Prize Out Counters
- Play to Win Option Available

The Hour Glass Crane
78" Tall x 30.5" Wide x 34" Deep



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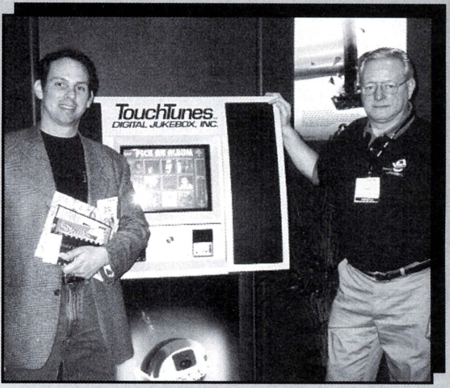
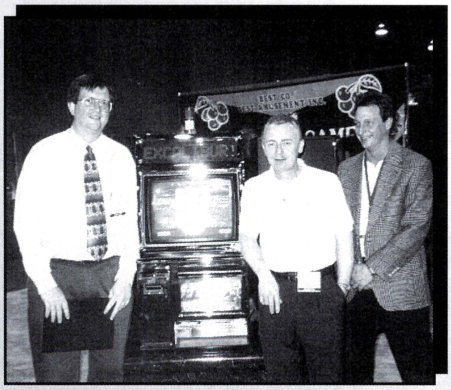
TOUCH MASTER

At the Williams service desk, (l-r): Cindy Soderstrom, Chuck Passarelli, Lucy Varela, Ed Suchocki, Tom Cahill, and Joe Hartmann.

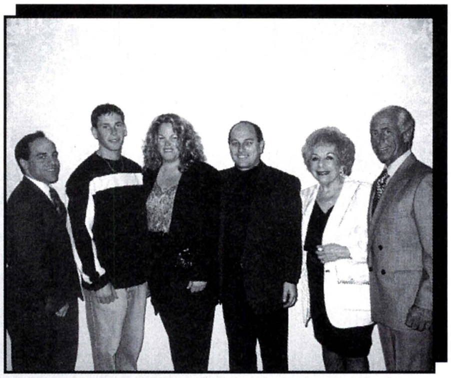

TouchTunes
DIGITAL JUKEBOX, INC.

Ed Schmidt (r) shows the *Touch Tunes Digital Jukebox* to Michael Sabatino of Jessler Enterprises.

By Wurlitzer's *Princess*, (l-r): Ron Brevot, Betsy Moreno, and Ernie Veneziano.

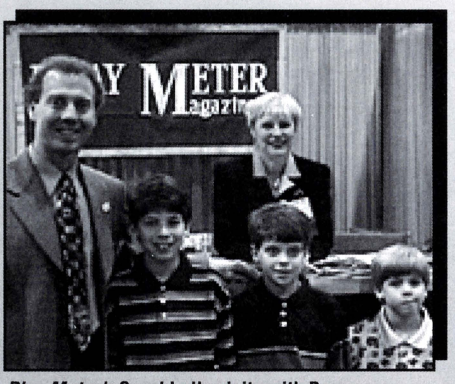


At Best Amusement, (l-r): Eric Mittel, Bob Mosley, and Cris Criscola by the *Excalibur*.

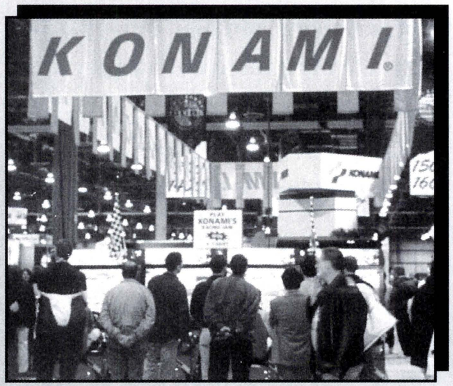


C.A. Robinson family photo, (l-r): Corey Sanders (grandson of Leah) and the Bettelmans: Matt, Adrea, Sandy, Leah, and Ira.

From left: Valerie Cognevich of *Play Meter*, Celie and Bob Delaney of New Orleans Novelty, and Carol Lally of *Play Meter*.


PLAY METER Magazine

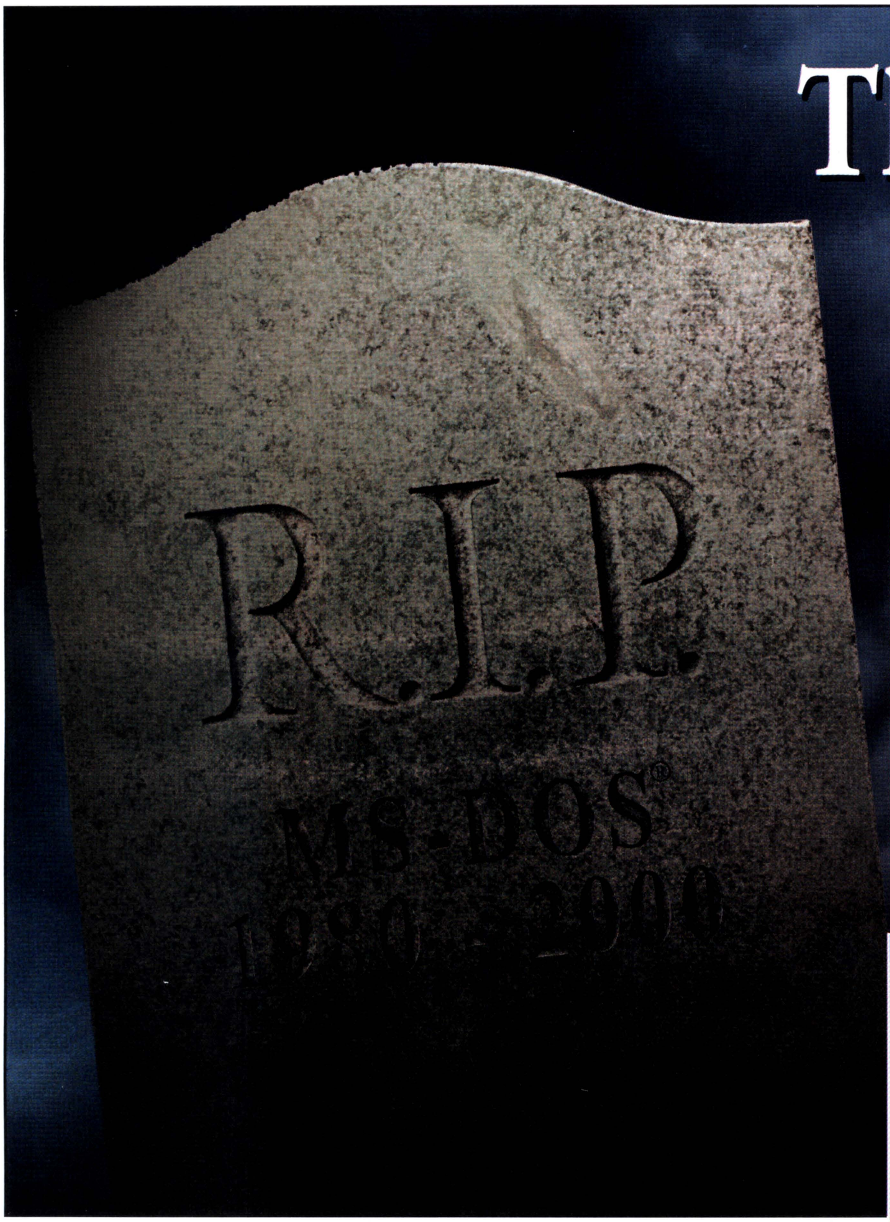
Play Meter's Carol Lally visits with Barry Schraier of Warehouse of Vending & Games and his sons, (l-r): Ryan, Cory, and Kevin.

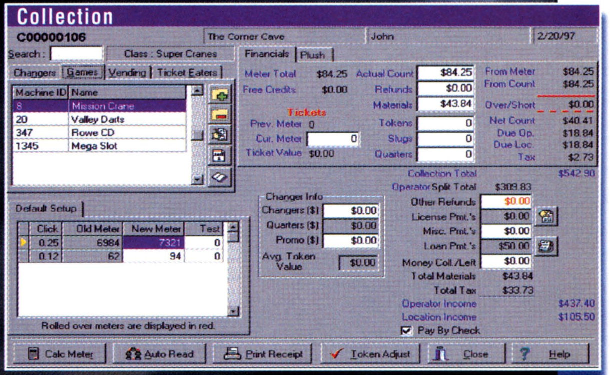

KONAMI
PLAY KONAMI'S RACING JAM

Attendees lined up to play *Racing Jam* at the Konami booth.

From left: Ed Chermak and Royce Green of Green Games join Glenn Streeter of Antique Apparatus/Rock-Ola by the *Legend*.

There is an afterlife.




Collection

C00000106 | The Corner Cave | John | 2/20/97

Search: | Class : Super Cranes

Machine ID	Name
8	Mission Crane
20	Valley Darts
347	Rowe CD
1345	Mega Slot

Meter Total $84.25
Free Credits $0.00
Actual Count $84.25
Refunds $0.00
Materials $43.84
From Meter $84.25
From Count $84.25
Over/Short $0.00

Tickets
Prev. Meter 0
Cur. Meter 0
Ticket Value $0.00
Tokens 0
Slugs 0
Quarters 0
Net Count $40.41
Due Op. $18.84
Due Loc. $18.84
Tax $2.73

Collection Total $542.90
Operator Split Total $309.83

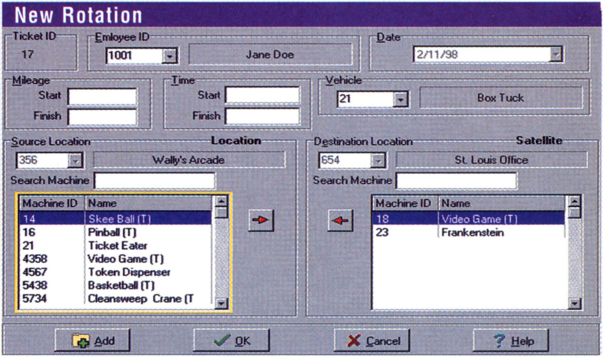
Default Setup

	Click	Old Meter	New Meter	Test
▶	0.25	6984	7321	0
	0.12	62	94	0

Rolled over meters are displayed in red.

Changer Info
Changers ($) $0.00
Quarters ($) $0.00
Promo ($) $0.00
Avg. Token Value $0.00

Other Refunds $0.00
License Pmt.'s $0.00
Misc. Pmt.'s $0.00
Loan Pmt.'s $50.00
Money Coll./Left $0.00
Total Materials $43.84
Total Tax $33.73
Operator Income $437.40
Location Income $105.50
☑ Pay By Check


New Rotation

Ticket ID 17
Emloyee ID 1001 Jane Doe
Date 2/11/98
Mileage Start Finish
Time Start Finish
Vehicle 21 Box Tuck

Source Location 356 Location Wally's Arcade
Search Machine

Machine ID	Name
14	Skee Ball (T)
16	Pinball (T)
21	Ticket Eater
4358	Video Game (T)
4567	Token Dispenser
5438	Basketball (T)
5734	Cleansweep Crane (T

Destination Location 654 Satellite St. Louis Office
Search Machine

Machine ID	Name
18	Video Game (T)
23	Frankenstein

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CAPCOM

Marvel vs. Capcom (video)

This hit continues to be a winner for Capcom with 15 favorite main characters, 20 additional classic personas on call for help, and the Duo Team Attack feature which lets players control two heroes at once for two vs. one or two vs. two play action. Phone: (408)774-0500

CAROUSEL INTERNATIONAL

Merry-Go-Round (kiddie ride)

It's an innovation in kiddie rides. This popular signature ride is now available with an infant carriage seat to accommodate the smallest of riders safely and securely.

Mario Kart (kiddie ride)

Licensed kiddie ride with the well-known Mario character to accompany youngsters. It has both a quarter and a bill acceptor and a value ride option for a three-minute ride for $1.

Smokey Bear Jeep (kiddie ride)

Everyone's favorite bear highlights this two-seater ride that gives fire prevention messages.

Also shown: Allie's Happy Day Express, Video Racing Car, and Skycopter kiddie rides. Phone: (800)325-3353

CES

Galaxy Games (video)

This multigame video system comes in a pedestal or cocktail cabinet offering head-to-head competition on a wide range of titles. In addition to the initial release of games, this multicartridge system is now featuring the newest add-on, Cardmania, with six new games including 21 Thunder, Prism Poker, Solar Solitaire, XI, Power Pairs, and Seek the Peaks as well as an entire lineup of classic card games.

Also shown: A combat flying video game prototype, NME, which is scheduled for release in the fall. Phone: (847)695-0023

COASTAL AMUSEMENTS

Champion Cup (coin drop)

A soccer themed, quick coin game awarding the player tickets for hitting spots on the playfield marked qualifying, quarter finals, semi finals, and grand finale.

Super Hoopla (novelty)

This one- or two-player attraction comes in a crane-style cabinet, includes a ticket dispenser, and is available with a direct prize vending option. The unit features bright colored graphics, a distinctive sound package, and optional neon sign for the two-player model.

Touchdown (coin drop)

Players attempt to roll a coin across a conveyor belt-style moving playfield dotted with prostrate football themed figures giving the touchdown sign. The reward for success is big-ticket payout.

Also shown: American High Striker, Big Wheel, Circus Parade, Dash, Double Jam, Games Coins Play, Jungle Jive, Pop-A-Ball, Powaire Hockey, and Triple Jam. Phone: (732)905-6662

CHAMPION MFG.

Lil' Champ (video)

This non-violent video game includes over 60 interchangeable games with characters from children's programs like Sesame Street, Beauty & The Beast, and Richard Scarry's Busy Town. It is small enough for even young children and is user-friendly.

The Bullet (shuffleboard)

This innovative shuffleboard has easy installation and has ideas from operators incorporated into the game including voice sounds, a pin gate, dip switch settings, a shorter version for small locations, and a four-point scoring section. Phone: (817) 284-3499

CUTTING EDGE INDUSTRIES

Blade Runner 4000 (bulk vendor)

New four-column sticker machine that dispenses all the favorite stickers (300 to a box).

Also shown: L6000 six-column unit, Luxury Edition with custom base, Uptown model with chrome Spiderbase and full trim, and L4000 four-column machine with Spiderbase. Phone: (800)572-2501

DESIGN PLUS

Pro Striker (alley bowler)

Authentic bowling for one to six players with 10 full frames. Features: ticket dispenser or bill validator, user-friendly audits, and choice of three lengths. Suitable for children and adults and league play. Phone: (309)697-9778

DIAMOND GAME ENTERPRISES

Long Distance Calling Cards (phone card vendor)

Eye-catching machine that dispenses phone cards with a free sweepstakes opportunity built-in. Audio and visual effects in a gaming machine-style cabinet will attract attention in taverns, bowling centers, truck stops, and other locations. Phone: (818)727-1690

DIXIE-NARCO

Beveragemax (vending)

This drink vendor displays up to 45 different products, packages can vary from glass, cans, and PET bottles in 10, 12, 16, and 20 oz. sizes. Features include five delivery trays with nine columns, an internal power supply, multipricing by column and selected time, full audit functions, eight-character scrolling display, full hermetic construction, and components serviceable from the front of the machine.

Also shown: E-Series Beverage Merchandiser and Confectionery Vendor. Phone: (803)266-5000

DYNAMO LTD.

Blacklight Pool (pool table)

Custom trim, cloth, and balls glow under the black light in this new table eminently suited for FECs, bowling centers, movie theaters, college campuses, and games rooms.

Dynamo Soccer (foosball)

All-new, tournament-tested table with black marble cabinet, three-man goalie, flat playfield, ABS high-impact plastic men, urethane balls, Durawood legs, pool table leg levelers, wooden rod handles, centerless ground and chrome-plated heavy-steel rods, and works-in-a-drawer for easy access and service.

Hot Flash II (air hockey)

New graphics and a glowing playfield add appeal to this table game with the Dyna-Blast blower system for fast play, reliable mechanical assemblies, durable laminate cabinet, impact-resistant Formica playing surface, jam-proof scoring assembly, overhead LED display, and cheat-proof coin mech. UL and CE approved.

Also shown: Top Brass pool table and Video Systems (choose from HS, HS-5, and HS-15 cabinets). Phone: (817)284-0114

DYNAMO INTERACTIVE

NetZone (Internet)

This public Internet kiosk makes it easy to check e-mail and use the Internet. Features: bill acceptor and card reader, operator-adjustable time, Pentium 133 Mhz with 32 MB RAM, 17" monitor, and secured keyboard with mouse. All that's required is an analog phone line. NetZone allows a break from the old 50/50 split and opens up new locations such as bookstores, libraries, coffee shops, and hotels. Operators subscribe to the iCom Network for a monthly fee and get the cash that goes into the machine and money from credit card transactions wired into their accounts.

Tidel ATM (ATM)

User-friendly machine with magnetic card reader. A turnkey program includes hardware, software, interfaces, network hook-up, bank sponsorship, training manual, maintenance and factory warranty, and

Dedicated to YOUR success!

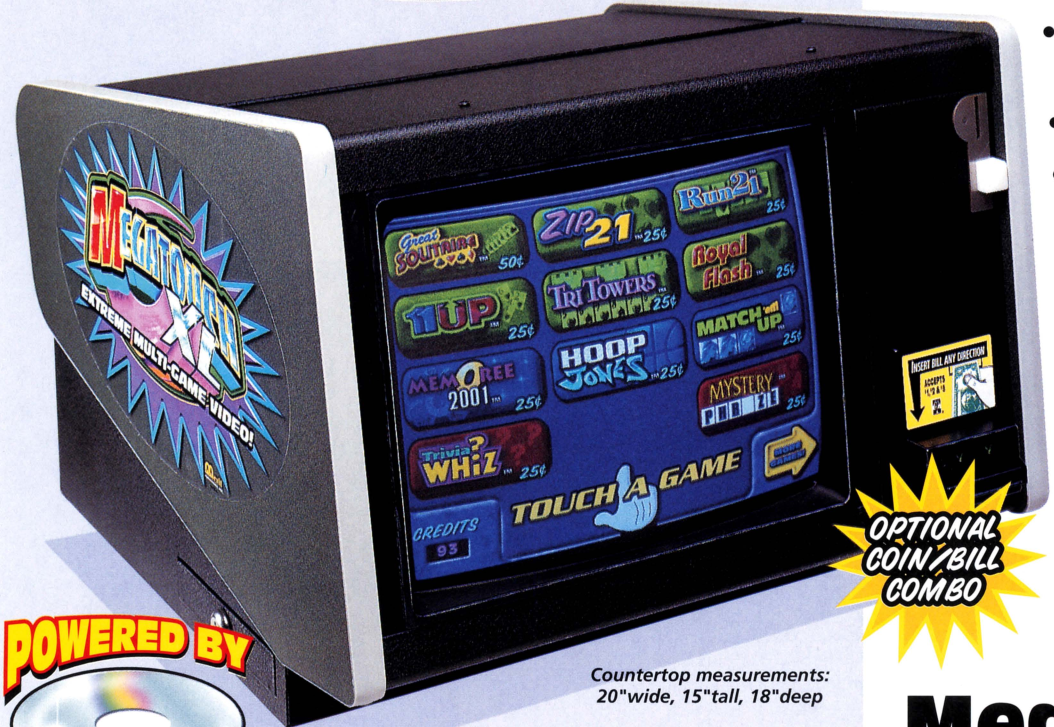
MEGATOUCH XL™

Players' Choice

best countertop video

for the last two years!

(Replay Magazine's Operator Poll)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Countertop measurements: 20"wide, 15"tall, 18"deep

- *OVER **40** HIGH-EARNING, FUN-FILLED GAMES/VARIATIONS!*
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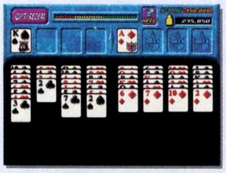

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Fast-Paced Solitaire Play! Use the open cells to move the cards!

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Find the matching tiles! The faster you clear the field, the higher your score!

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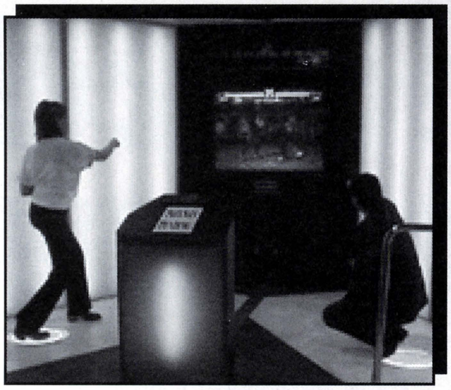
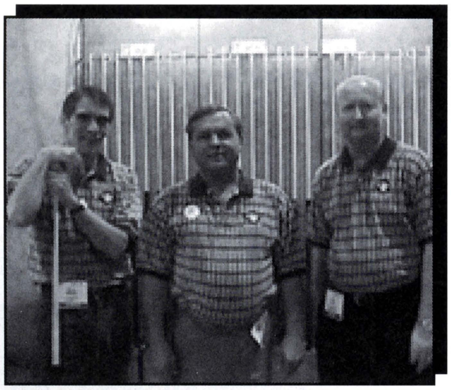


Demonstrating the *Holoplex Thundercam* are Kevin Blagoi and Deena Driskill.

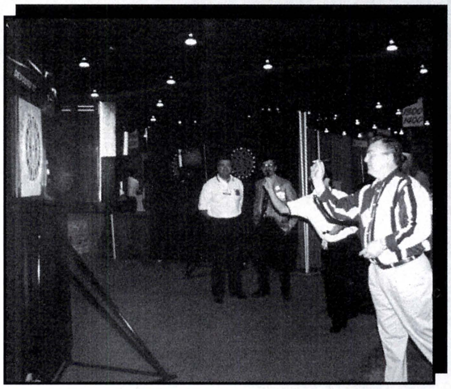
PLAY METER
Magazine

Jim Schelberg, publisher of *pinGame Journal*, with *Play Meter* publisher Carol Lally.

Quick Silver brothers Alex (l) and Greg Malavazos with *Play Meter* editor Valerie Cognevich.



Cue & Case staff, (l-r): Kelly Reinhardt, Jim Lucas, and Mike Ortagus.

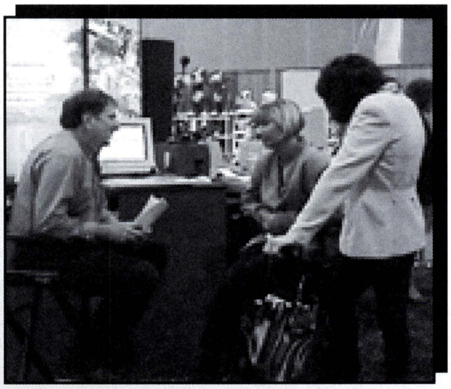


Duane Zarger of Warehouse of Games (foreground) takes on Arachnid's Marcio Bonilla on Arachnid's new *Black Widow* game.

Metro Games' Tony Beyer and Chris Walsh demonstrate their versatile countertop.

baton
baton

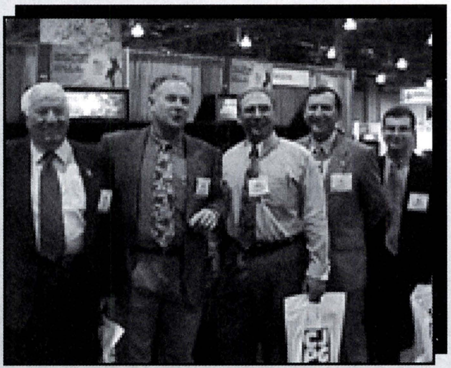
Paul Schaffer (l) and Nora Santiago discuss security with Peace Hsu of Baton Lock.



Steve Astrin (l) of FESCO explains the company's software system to two interested ladies.

JCM staff, (l-r): John Dugas, Kip Haberman, Gwen Mathis, Tom Talber, and Bill Douba.

Michael Hayes (r) of Fantasy Factory explains the company's unique single simulator to showgoers.



At GreyStone, (l-r): Bob Nims of AMA Dist.; Dennis Sable of GreyStone; Jim Pietrangelo, Sal Teresi, and David Piha of AMA Dist.

WORLD OF CURRENCY
CENTURY SERIES
Century-6
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CHANGE

Changers are the subject with Rowe's Joel Friedman (l) and H. Lazar & Son's Lynn Magid and Dale Lazar.

lease terms.The company handles monthly settlements from surcharges and interchange fees directly with terminal owners. Phone: (817)284-0114

DYFLEX

Mini Shotz (photo printer)

This portable countertop digital photo printer delivers a sheet of 16 stickers with the customer's image imposed on one of 100 backgrounds. As a countertop it is compact enough for smaller locations. It holds 100 sheets and 2,500 coins or tokens.

Miracle Spark (novelty)

Players try to guide a handle down a metal course without touching it. Game is over when the arm touches the course. Player is rewarded with a prize for a successful pass. Phone: (626)432-7225

ENTROPY USA

Road Hawg (novelty)

Match characters to earn tickets. One of five drivers lights up at random and players must try to match him with a duplicate below. The match is achieved by timing the drop of a ball down a zig zag ramp onto a turning rim and hopefully into the matching character slot.

Also shown: Volcano (novelty). Phone: (630)616-1615

EXIDY

Whack Attack (gun gallery)

Shoot at six target holes as little characters pop up. The object is to win tickets; the game is similar to Troll.

Also shown: Turbo Ticket, an upright or tabletop unit well-suited to the rental market or used as a promotional piece; and Fun House Mirrors. Phone: (650)364-5201

FABTEK

Gotcha (video)

A multigame unit with 20 simple reaction games including old favorites such as Rock, Paper, Scissors and Off the Deep End. This affordable kit features an illuminated button interface and excellent game presentation.

Raiden Fighters II (video)

New characters and character features are the hallmark of this continuation of the popular Raiden series.

World Soccer '98 (video)

This title from Tecmo features two-way viewpoints, the world's top soccer teams to choose from each with its own special play techniques, 3D graphics, a super shoot function, button controls, and an eight-directional joystick. Phone: (206)881-0900

5 STAR REDEMPTION/PLANET EARTH

Dinospin (novelty)

Players spin a "bone" on the backboard of this cleverly crafted "dinosaur" themed game. Players use their dexterity to land on the win areas and can choose the optional "go for more" feature to double their tickets when they spin the bone again and land on a dinosaur.

Also shown: Pirate's Revenge, Grand Treasure Falls, and Surfin' Safari. Phone: (818)773-7200

FUN INDUSTRIES

Fun-E-Ball (novelty)

Features on this game which vends candy, superballs, gumballs, or capsules include interactive steering wheel, bright neon colors, challenging moving parts on the playfield, sound effects, a ticket option, all plywood cabinet, and programmable attract mode and bonus times. Players are challenged to drive their prize through the maze-like playfield on the way to their reward in this prize-every-time attraction.

Also shown: Copy Cat in a new cabinet, Pop Fly, and Steer Crazy. Phone: (309)755-5021

GAELCO

Radikal Bikers (video)

This new upright video adventure puts players behind the handlebars of a motor scooter in an attempt to finish the three courses and/or deliver four pizzas. Two units can be linked, and the dedicated system comes in a high-tech cabinet with speakers and handlebars equipped with a throttle and brake. Phone: 343 4173626

GAMEVISION

Zero Point (video kit)

From Unico, this competitive gun shooting game is for one or two players of all ages. The realistic gun has a recoil function to use on 52 different scenes featuring clear pictures.

Minuette (simulator)

From Fantasy Factory, it is described as the world's smallest high-speed simulator, it is only 30" wide, under seven feet tall, and operates two feet from a wall. It sets up in less than 20 minutes and runs any DOS or Windows game (depending on licenses). Open Architecture is available for custom content and theme. Phone: (510)763-1991

GREAT AMERICAN RECREATION EQUIPMENT

Monarch (pool table)

Features enhanced light oak features, quality cabinet, unitized ball return assembly, modular coin box housing, dual steel slate supports, and custom cloth.

Legacy (pool table)

This stylish table has all the standard quality features found on other Great American tables plus die-cast reinforced, polished chrome plated corners with Eagle logo and advanced screw-in pocket liners.

Action Hockey (air hockey)

This air hockey features an easy to clean Formica playfield, overhead electronic scoring, wide goals, oversized Formica rail, cabinet grade 3/4" plywood with custom colors, internal puck drop system with hinged panel, ABS injected legs, and industrial rated blower. It has new looks along with the improved features.

Action Soccer (foosball)

This reliable table features angled corner top or flat corner top for single or three-goalie operation, Formica on 1" MDG core available in custom colors, medium sized handle grips with solid chrome steel rods, and high performance polypropylene figures. Phone: (401)463-5587

GREYSTONE TECHNOLOGY

XS-G (video)

This real-time, 3D air combat racing game takes place in a futuristic aircraft piloted by up to four networked players and four A1 agents speeding, firing, defending, and maneuvering through narrow gauntlets in a race to finish first. Armed with pulse lasers, special weapons, and shields, each pilot must find the power-ups to replenish his weapon. Players can choose the course that matches their skill level and the craft that suits their strategy. Phone: (619)874-7000

H. BETTI INDUSTRIES

Cosmic Crane (crane)

This one-player crane comes in a large cabinet format and is perfect for heavy merchandise. It weighs 496 pounds and measure 45-1/2" deep x 81-1/2 inches high.

Quatro (crane)

This four-player crane offers four divided playfields for different merchandise selections. The unit weighs 1,280 pounds and measures 83" wide x 77-1/2" high.

Also shown: Big Choice, Candy Man, Eye Catcher, Gift Box, Mega Crane, Top Choice, and Your Choice. Phone: (201)438-1300

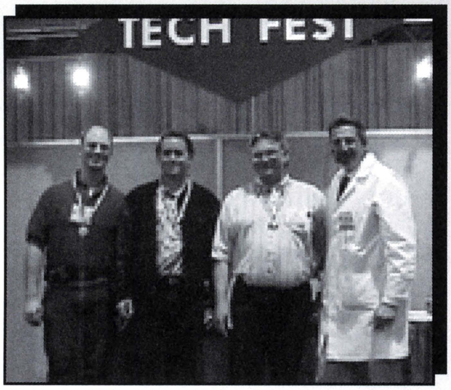
HANAHO GAMES/MIDWEST AMUSEMENT CORP.

Fallen Angels (video)

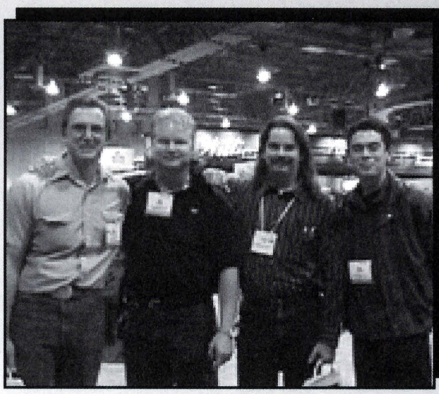
A huge earthquake has struck the city, and the veneer of peace has suddenly vanished in this punch/kick game. It features 260,000 colored graphics, 500 megabytes of memory, realistic battle scenes, flowing animated pictures, diversified attack variations, a total of 10 characters, eight direction levers, and four buttons.

Puzzle Bobble Four (video)

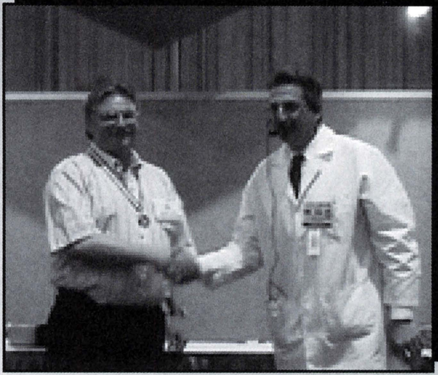
A kit from Taito, this game features an undersea city theme in which players shoot



Technical Olympics winners, (l-r): third, Christopher Call; second, Kent Tieche; and first, Ron Sures, with Randy Fromm.



The Coney Island group was all smiles after attending Randy Fromm's Tech Fest.



Randy Fromm (r) congratulates Technical Olympics winner Ron Sures who chose Randy's technical tapes as first prize.

From left, (l-r): John Borg of Sega Pinball, rock star Slash, Carol Lally of *Play Meter*, and Shelley Sax of Sega Pinball.

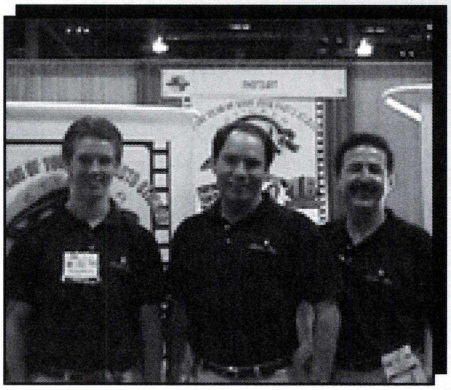
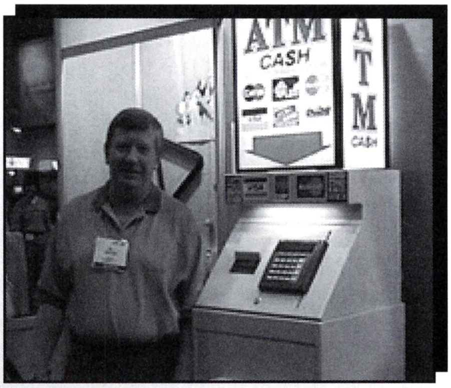


Photo Art staff, (l-r): Bryce Moore, Bob Moore, and Dave Wilk.

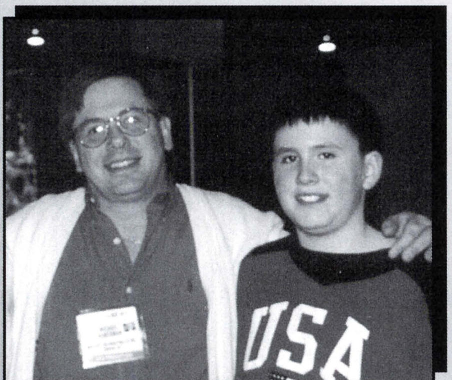
Selectra's Frank Pisano with operators Sean Weber and Tanya George.

GameMax staff, (l-r): Michael Chang, Rita Chen, Frank Azzurro, and George Young.



Bill Wahlund of Mazzco is proud of the new ATM machine.

At Cutting Edge, (l-r): operators Greg Filek and George Carque with Cutting Edge's Mike Applebaum and John Louvitakis.



Mid City Dist.'s Michael Hoberman and his son Joel enjoyed the show's offerings.

NEW!
The Cat STD

At Valley, (l-r): Jennifer Adamick, Bruce Allen, Melody Sutkowi, and Chuck Milhem in front of the new *Cat STD* pool table.

The Irritating Maze

Around *The Irritating Maze* game at SNK, (l-r): Darryl Williams, Bruce Tomiyama, Marty Man Smith, Jeff Yantz, and Tim Jackson.

falling balls with a cannon to win points. One- or two-player mode is available.

Skillshot (novelty)
Players shoot their coin across six rails in an attempt to sink the balls without dropping the 8-ball. Features on this revised classic include adjustable difficulty and payouts, bright LED display/scoreboard attract mode, and 24 ways to win points. Options: ticket dispenser or capsule dispenser, progressive jackpot, and the ability to link up to eight units.

Storm Blade (video)
This video title from Visco is a flying, combat game that offers three aircraft to choose from. Each plane has different shooting power, missile shots, and speed.

Zero Gunner (video)
This kit from Psikyo features helicopter combat game play in a futuristic environment offering a series of missions, several levels of difficulty, and a choice of helicopters, skill levels, and venues (Asia, Europe, and USA). Phone: (847)364-7722

HOLOPLEX

Combatica (interactive fighting game)
This uses the proprietary ThunderCam Motion Recognition technology that turns a player's physical moves into dynamic action on the giant video screen. When they kick, punch, or jump so do their game characters. Even the smallest players can compete with bigger ones on an even playing field. The platform can be used to play fighting games from other manufacturers. Phone: (626)584-8451

ICE

Frantic Fred (children's game)
A video redemption piece featuring a frantic bear named Fred trapped between two trees, moving back and forth trying to catch falling apples. The game comes in a cabinet themed to look like a rustic tree house and utilizes a steering wheel input control.

Hi-Ball (novelty)
This redemption offering from Cromptons challenges players to launch tennis balls with a fist pad aiming at metal hoops that awards points and tickets. Features include Star Bonuses, sound, and neon lighting. The game comes in an upright, enclosed cabinet.

Host Invaders (video)
This combat video features CD-ROM technology, 3D graphics, JAMMA harness, and 30 explosive levels of game play featuring a full contingent of alien characters each with their own unique play features, weapons, and attack features.

Pirate's Treasure (coin pusher)
This new Cromptons game is available in one-, two-, three-, four-, or six-player versions. The unit features a digital instruction screen and the cabinet and interior are done in a colorful pirate theme. The piece was displayed with jewelry merchandise on the playfield.

Plush/Sports Bus (crane)
This crane game features a rear prize door that allows full-front plush display, prize counter, extra capacity playfield, three-point locking system, micro-track harnessing, low voltage DC motors, and weather-proofing. Both the Plush Bus and Sports Bus are available with joystick, joystick and buttons, or buttons only configuration.

Also shown from ICE: Bozo's Grand Prize, Cyclone, Hoops Fever, Humpty Dumpty, ICE Ball, Mini Dunxx, Mouse Attack, Street Fever, and Super Chexx. *Also shown from Cromptons:* Disco Fever, Roll A Win, Soccer Shot. *Also shown from G.L. Technology:* Putting Challenge II. Phone: (716)759-0370

INCREDIBLE TECHNOLOGIES

Golden Tee '98 (video)
In this tournament edition there are three new 18-hole golf courses for tournament play and three new ones for regular play. It connects with an existing phone line for automatic monthly tournaments.

Cocktail cabinet
A cocktail table cabinet with a removable pedestal base, unobstructed control panels with full-sized controls, and bill acceptor with stacker. Comes with a choice of Shuffleshot, World Class Bowling, or Golden Tee Golf.

Also shown: Shuffleshot (the excitement of shuffleboard in a lot less space), World Class Bowling Tournament Edition. Phone: (425)869-6400/Bulldog Amusements or (847)870-7027/ITS

INTERACTIVE ENTERTAINMENT

Synth-A-Beams (novelty)
Pass your hand, foot, or anything through beams of light to create the magic through a revolutionary light to midi/analog controller and photo sensors. You can play drums, play music, or do interactive light painting, the possibilities are endless. Phone: (213)469-8857

INTERACTIVE LIGHT

Kick It (video simulator)
Real sports simulation where players kick a tethered soccer ball into a virtual goal as a 3D goalie tries to block the kick. Features: Smart Beam sensor technology, 50" monitor, and real-time animation.

Swing It Home Run Derby (video simulator)
Smaller footprint than the previous Home Run Derby game, now a single player unit with an all-American red, white, and blue theme using the Louisville Slugger as the main focus. Features: added instructional screens and advanced graphics. Available now. Phone: (800)213-3752

ISLAND DESIGN

Vortex (novelty)
This coin rolling game lets customers view the colorful funnel as their coins spin down, down, down. It features playful graphics to attract both boys and girls, multicolored backlighting, and attract arrows embedded into the front of the cabinet. Also available in two-player version.

Boppin Bugs (bopping novelty)
With the attached rubber mallet, players try to smash those pesky bugs as they light up on the playfield. The faster you squash them the faster they light up.

Also shown: Spider Stompin' (stomping novelty). Phone: (707)547-4850

JALECO

Kuru Kuru Attack (prize vendor)
Select a prize and shoot balls until the time counter runs out. One SP or 3 GO wins your prize.

Match Three (novelty)
Match any two or three characters to win. Operator-adjustable features, winner light, and dimensions of 23" deep x 24" wide x 51" high.

Over Rev (video)
Can be kit for Sega's Indy 500. Two modes of play across four courses: Tsukuba Track, Starter's Circuit, Mountain Challenge, and Metro Express.

Also shown: Stamp Magic photo stamp machine, UoPoko (video puzzle kit) and Arm Champs II (sports game). Phone: (847)215-1811

JVL

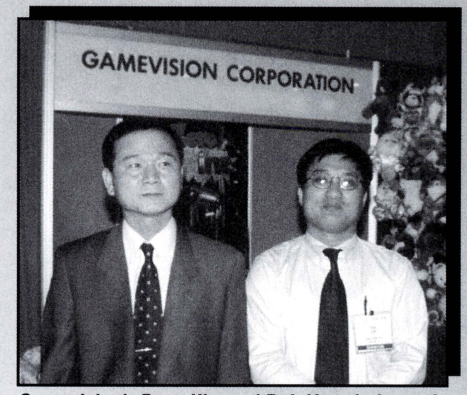
Concorde 2 (countertop)
Now available in an upright cabinet with colorful graphics related to the variety of games offered. Features: tilted monitor, flip-front bill acceptor for easy access, 54 games in six categories (cards, strategy, puzzles, action, erotic, and trivia), super VGA monitor, and all-new cash box with 400 stacker.
Phone: (800)296-6657

KIDDIE'S MFG.

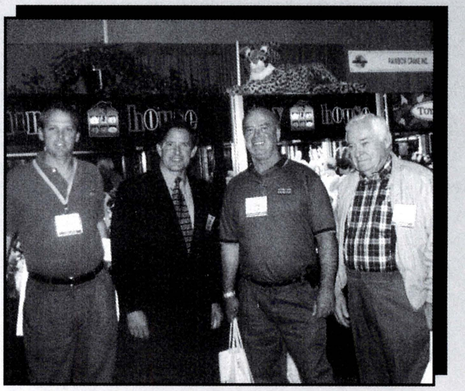
X-Men (kiddie ride)
The latest licensed kiddie ride from the company that has brought other superheroes to the market including Spider-Man and the Incredible Hulk, which were also on display. X-Men began shipping last month.

Also shown: Harley-Davidson, Hot Wheels,

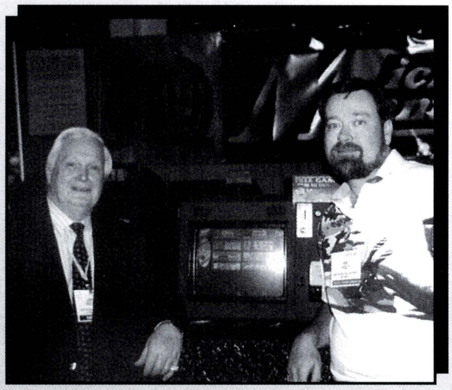
At the NSM distributor breakfast a host of distributors look over the *Sapphire*.



Gamevision's Dean Kim and D.J. Youn in front of their new title, *Zero Point*.



Rainbow Crane's Stann Smith (second from left) greets, (l-r): Gary Aaugen, Ron Lieberman, and Jack Brantley from Circus Circus.

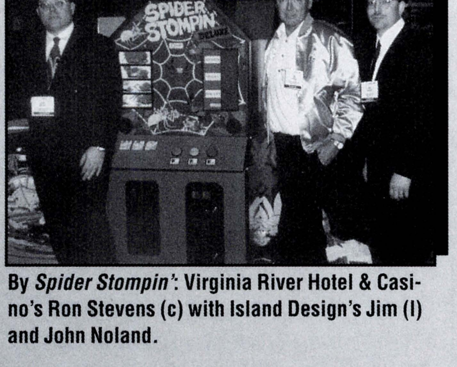


In front of the new *Global Touch HD* are Micro Mfg.'s Larry Hartley and Mike Paisley.

Between *Toy Zone* and *Lobster Zone*, (l-r): Mike Cochrane of Canadian Amusement Machine with J.R. Fishmann and David Hodge of AGE.

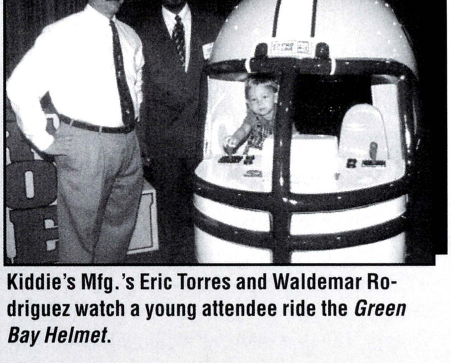
ATLUS
ATLUS DREAM ENTERTAINMENT

From left: Debbie Franciose, Steve Welkley, and Jim Ireton showing the Atlus *Print Club*.



By *Spider Stompin'*: Virginia River Hotel & Casino's Ron Stevens (c) with Island Design's Jim (l) and John Noland.

CES's Rita Rokos and Keith Kolmos in front of their *Galaxy* multigame cocktail table system.



Kiddie's Mfg.'s Eric Torres and Waldemar Rodriguez watch a young attendee ride the *Green Bay Helmet*.

and The Incredible Hulk, as well as a prototype of the Bugs Bunny Carrot House, an education and interactive kiosk-style kiddie attraction. Phone: (847)550-6564

KIDDIE RIDE ENTERPRISES

Sesame Street rides (kiddie rides)
Trio of rides including Big Bird Jetway's Airplane, Bert & Ernie's 1-2-3 Fire Engine, and Elmo & Zoe's E-Z Rider Racecar. Rides are musical, interactive, and educational. Rides are gel-coat-impregnated with powder-coated undercarriage and an eight bearing track system. Phone: (516)586-6059

KIDDIE RIDES USA

Mr. Potato Head Car (kiddie ride)
The most famous spud of all time is waiting for a young rider to hop in the brightly colored car. Also available: Mr. Potato Head Tator Totter.

TeleFun Box (children's game)
British phone booth design unit that invites children to play six nursery rhymes at the press of a button.

Also shown: Bozo Car, Speed Racer, and Tonka Tractor kiddie rides and the battery-operated kinetic Musical Gumball Machine. Phone: (303)399-7191

KONAMI

Racing Jam (dedicated video)
Select from 18 cars, a choice of three types of courses, and then customize your car's settings to suit the course and your own driving style. The player can also adjust the car's suspension, stabilizer, engine power, tires, and many other features. In addition he can choose automatic, semi-automatic, or manual transmission. The graphics are powered by the COBRA system. Link up to eight games for the ultimate in competitive driving.

Solar Assault (dedicated video)
Enter the deep space world where great action and adventure await. Players blaze a trail through a 3D universe in one of three starships of their choice, blasting away at enemy starships. They shoot their way through five stages using a joystick equipped with a trigger and missile button. Great graphics and sound effects.

Hiphopmania (novelty)
A dance music game with a great hook. The player is the DJ and this two-player game includes a five-key keyboard and a turntable. Press the keys and scratch with the turntable in time with the notes on screen to make great music. Timing is everything: if it's not good your "groove level" will be low and you won't make it to the next stage. There's even a practice stage so you can get the feel of the game.

Photo Friends (photo sticker machine)
This sticker machine lets you draw right on your photo. Choose category of frame from five options (a total of 36 frames available) and after taking your picture use the touch pen to draw or write messages. There are 12 colors and two pen sizes plus an eraser.

Teraburst (dedicated video)
The year is 2017 and the outer space observation center has detected an invasion of UFOs. Your mission is to blast these aliens back into outer space. This two-player science fiction game has a hand-held, recoiling machine gun with automatic reloading bullets and a 50" screen. The mission takes you through four stages.

Skier's High (video simulator)
Coming in September this ski-theme game features realistic controls with Konami's "Active Slide System" that makes you feel like you're really on the slopes. There are three courses of varying difficulty, four characters with distinct personalities, and different modes of play.

Fisherman's Bait (video kit)
This challenges players to catch as many bass as possible to extend fishing time. If you catch any other type of fish, you will earn less time. It features realistic rod and reel control and the interactive handle gives you the feeling of tugging and vibration. You can even choose your own type of bait.

Dark Horse Legend (video kit)
The player controls his horse and must continue to win races to proceed to the next race. After racing instructions for beginners, choose from three types of races, and using a unique horsehead joystick and two buttons, race for fame and fortune.

Battletryst (dedicated video)
Futuristic TV game show theme where two players compete for prize money and fame. Each of the seven characters uses different fighting styles. With a joystick and three buttons, the player creates his own unique fighting attacks.

Also shown: Fighting Bujutsu (first COBRA system game with a martial arts theme) and Steering Champ (17 games in one cabinet). Phone: (847)215-5100

LAZER-TRON

Match Em Up (novelty)
Skill-stop game that tests players' reflexes to stop rotating lights on matching symbols. Stop on three 7s and win the bonus tickets. Features: multicoin play, progressive bonus, fully adjustable and metered, and UL, CE, and FCC certified.

Prize Zone (novelty)
Now available as a countertop with 12 skill-based games and the Prize Fulfillment System that allows players to win prizes such as TVs and VCRs using a catalog prize program.

Roll-A-Rainbow (ball roll down)
Roll balls into seven colorful target slots to complete the rainbow and earn tickets. Features: progressive bonus, fully programmable, multicoin play, and UL, FCC, and CE listed.

VRS System (redemption system)
The kit system comes to redemption with trackball and joystick controls and five interchangeable games that can be used in one cabinet: Chip Away, Slide Master, Prize Bowl, Super Solar Spin, and Hoppin' Harry.

Also Shown: Twister coin drop game now available with an adult art theme. Phone: (925)460-0873

LBE SYSTEMS

Quake (video)
Based on the hit home game, this id Software title offers players the opportunity to compete against one another in 15 of the game's hottest levels as well as the ultimate death match. Players work their way through levels picking up health and ammunition from a variety of lethal weapons to destroy monsters such as Grunts, Rotfish, Scrag, and Zombies. Running on LBE Systems' proprietary OAA-based arcade system, operators can connect up to 64 arcade cabinets. Phone: (972)907-0138

LETOVSKY DYNAMICS

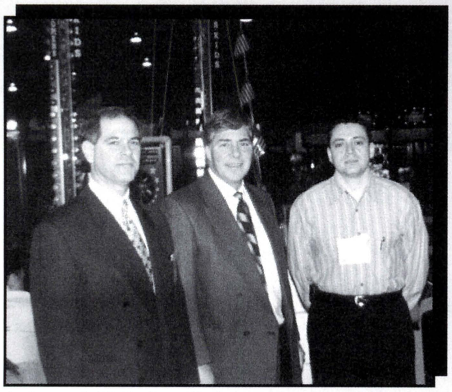
Motion Simulators (simulators)
Top Gun Flyer and Road Rock Driver simulators that interface with any arcade or PC video game. Shown with Andretti Racing from Electronic Arts; Redline Racer from UbiSoft, a motorcycle-themed game with 3D graphics and animated texture maps; Formula 1 Racing from UbiSoft, the ultimate racing game with 22 fully customizable cars that experience realistic collisions; and Extreme Assault from Blue Byte, a 21st century helicopter battle-themed game with over 50 missions to complete. Phone: (707)459-9445

MAGIKKASTLE

Magikk 120 (cabinet)
Universal video game system that include a projection system, two 3D speakers, JAMMA wiring, lighted and locked marquee, vinyl and stainless-steel stools, 900X projection system by Zenith, and options ranging from a bill validator to a fire-retardant projection room. Phone: (888)842-4223.

MAXFLIGHT CORP.

VR2000 (simulator)
A video demonstration of this full-motion flight simulator was on exhibit. The attraction features 360-degree loops and rolls,



In front of *Hi-Striker*, (l-r): Sal Mirando of Coastal Amusements, Harry Levy of Levy Amusements, and Tad Mauro of American Vending Sales.

Namco's Lucinda Bender and Robert Corona (c) talk with Dave and Buster's Gary Duff (l) and Reggie Moultrie.

Roger Willia

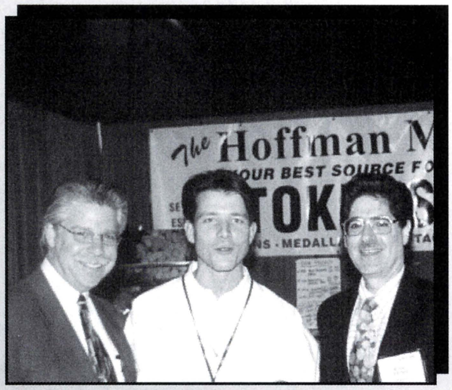
Roger Williams Mint's Sheila Dellacona (l) and Susan Sullivan man the booth.

Next to *Claim Jumper*, (l-r): Leiberman Dist.'s Gene Winstead and Guy Jones with Benchmark Entertainment's Al Kress.

SPEED
ATARI

Watching players on *California Speed*, (l-r): Jim Melehan of Special Effects and Atari's Steve Ritchey and Mary Fujihara.

Williams' staff by *Hyper Drive*, (l-r): Brian Eddy, Matt Booty, Mark Meyers, Ken Fedesna, Rachel Davies, Gary Mednick, and Paul Dussault.



Disney Quest's Greg Zittran (c) is greeted by Hoffman & Hoffman's Al Sterling (l) and Michael Hoffman.

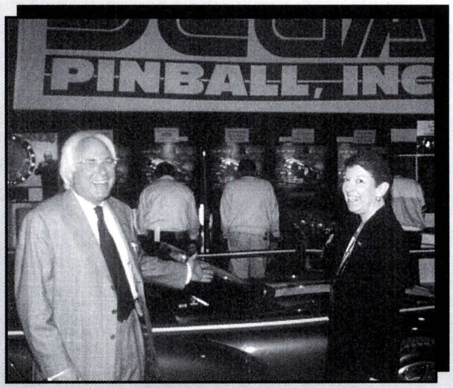
Shootin-Hoops 200

Shootin' Hoops 2000 is looked over by (l) Bob and Diane Taggart of CNB Videos and Meltec's Mike McEwan.

CADILLAC
JACK

Georgia peaches: *Play Meter* publisher Carol Lally with Cadillac Jack's Mike Macke (l) and Al and Jack Shadwick.

The NSM gang surround the *Sapphire*, (l-r): John Tracy, Maureen Coyle, Dickie McCannell, and Bill Ward.



Viper Night Drivin' is looking hot! Sega Pinball's Gary Stern and Shelley Sax watch the crowd.

Sega's Pete Gustafson shows *Sega Rally Champion* to longtime Canadian *Play Meter* subscriber Dennie Letourneau of Cascade Amusements.

vertical climbs and drives, and full continuous motion. The simulator offers the experience of carrier landings, air racing, dogfights, and solo aerobatics. Units can be linked for real-time, interactive competition. Phone: (732)942-9898

MELTEC

Shootin' Hoops 2000 (redemption gun game)
The newest attraction from this classic game maker, Shootin' Hoops 2000 combines the classic appeal of the Meltec cannon with the proven popularity of a basketball game. The two-tiered basket design delivers twice the fun as players race the shot clock to rack up scores and tickets. Lighted backboards offer a double score, and a high score of the day feature rewards hot shooters with an adjustable ticket bonus. The game is interchangeable with other Meltec 2000 series games.

Also shown: Big Mouth 2000, Knock Down 2000, Cavemania, and Spin Doctor. Phone: (503)643-8312

MERIT INDUSTRIES

Megatouch XL 5000 (countertop)
Players can challenge each other on multiple linked machines (up to four). There's also a tournament version that can run on 12 different games in four simultaneous tournaments. Look for five new games: Puck Shot, Tai Play, Pile On, Quick Cell, and Double Solitaire plus all-new Trivia and custom advertising screens. Available in countertop, Euro upright, and cabaret cabinets. Megatouch VI on the regular Megatouch system is slated for mid-May availability.

Scorpion DX (darts)
Features include user-friendly LCD screen, full fax/modem capabilities to transfer league data, and built-in bar code reader. Merit's financing plan is still available on the Scorpion DX and 9000 models for purchases in groups of 12 dart boards.

Also shown: Typhoon Table Hockey. Phone: (800)523-2760

METRO GAMES

System 98 (countertop)
This brand new countertop unit comes with a 15-inch monitor, stereo sound, CD with HD option, a Mars or Ardac bill acceptor, trackball, joypad, and flippers. Games include classics, new titles, and third-party attractions. Phone: (630)572-1268

MICRO MFG.

Global Touch HD (countertop)
This popular countertop has a powerful hard drive platform, male and female full motion videos, dozens of games, turbo speed, and a tournament version available. More than 10,000 new trivia questions and now the top 25 scores are displayed on all games. Five new games include Seven Ball, Jigsaw Puzzler, 21 Wipeout, Simply Simon, and Sexy Si-Moan. It can be upgraded.

Also shown: The company's line of 8-line games including Magical Odds, Berry Bonus, Major Poker Deluxe, and Turbo Poker II. Phone: (615)793-5510

MIDWAY GAMES

Hyperdrive (video)
In this futuristic flying adventure players choose from three different tracks—each reflecting a different skill level-and four different spaceships—each with its own special features. Input controls offer standard intuitive steering, tilt/height control, flaps control, and a view selector. As many as four units can be linked together, and the game comes in two different cabinets, a standard with 25" monitor and a deluxe with 31" monitor.

Touchmaster 4000 (countertop)
Available as both a bartop and pedestal game, this latest software upgrade includes two new skill games, two new card games, and an update of the unit's erotic content. The upgrade also includes Centipede Returns, the latest version of the arcade classic and one of the most popular titles from Midway's library.

Also shown: Cruis'n World in an upright cabinet, Off Road Challenge in an upright cabinet, and NFL Blitz. Phone: (773)961-1000

MISSION CRANE

Frontier (crane)
One in a series of cranes with the look of fine furniture, this unit features knotty pine and an Old West look. Other models include Oakmont, Colonial, Fairmont, and Santa Fe.

Also shown: Premier 60" model with custom marquee. All Mission cranes have a deep drop chute; the company provides product for the cranes including licensed sports merchandise plus Warner Bros., Disney, and Harley-Davidson items and high-quality plush. Phone: (800)692-2529

NAMCO

Jackpot (coin pusher)
Shown about 70 percent complete, this pusher features seven coin slots along a horizontal axis. When coins are inserted into any of the slots, they stack edge to edge and are visible to the player. It has three ticket dispensers.

Downhill Bikers (video simulator)
Hop on the "real" bicycle and select one of four characters each with unique air tricks. The goal is to find the path of least resistance to win the downhill race.

Rapid River (video simulator)
The most exciting white water rafting experience without getting wet! Sit in the realistic "rubber raft," grab hold of the paddles mounted on a pedestal in front of you, and begin your adventure. The action is even more realistic on the giant 50" screen.

Ehrgeiz (video kit)
One of the best kits at the show, this game features character time releases, eight characters and numerous bosses, a massive list of character moves, interactive backgrounds, and bonus power ups and special attack energy.

Time Crisis II (dedicated video)
Features the innovative shoot and duck action pedal. Players must defeat the boss at the end of the stage and have enough nerve to continue. All nine stages demand a strategic plan, immersing players as the story unfolds before them. Available in standard twin with 27" monitors or deluxe twin with 50" monitors.

Also shown: Final Furlong (horse racing video simulator), Flick Derby (automatic horse race midway-style game), and Motocross Go! (motocross racing themed video simulator). Phone: (630)238-2248

NATIONAL CRANE NETWORK

The company, along with Plush 4 Play offers a program that provides its members access to regional and national accounts, new locations, discounts on equipment and plush, and use of its centralized accounting system.

Full Oak Model (crane)
This beautiful cabinet design is from Smart Industries for upscale locations that want a look of fine furniture. The oval window and decorated sides are very appealing. It is exclusive to National Crane Network locations.

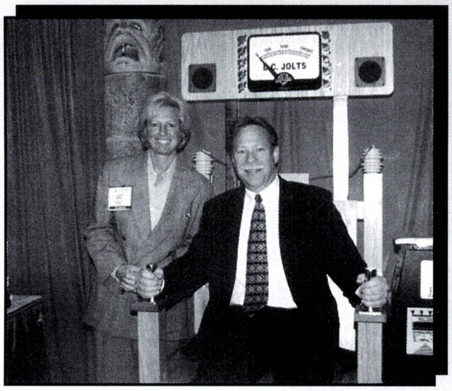
Also shown: The Americana 42" skill crane, the Classic 42" skill crane, and the Prize Factory 66" skill crane. Phone: (888)262-6747

NATIONAL ELECTRONIC TECHNOLOGIES

VideoNET (Internet kiosk)
A currency operated public access Internet terminal providing interactive entertainment, PC-based games, communication, and information services with access to the World Wide Web. Special features include full-motion video messages; the latest news, sports, weather, and stock quotes; send and receive e-mail; ability to block content; and online advertising and interactive contests. Phone: (506)847-4969

NEW-MARK ENTERPRISES

Bubble Gum Park (bulk vendor)
Sports-themed kinetic bulk vendor that

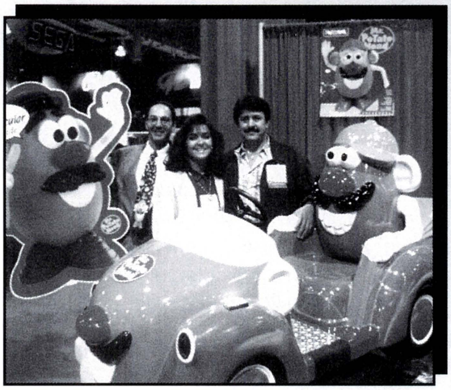


Bromley Inc.'s Lauren Bromley gives Mike Singer of Vegas Universe a "shock" on the *Shocker* machine.

Katy Hougin (c) of Bakersfield Music at the National Ticket booth with Maureen Mulhall and Tom Ritz.

By *Sports Arena* from Sammy USA, (l-r): Jim Miskell, Maria Fotinopolous, Rick Rochetti, and Yoshi Suzuki.

From left: Midwest Amusements' John Pipp and Yoshi Nakanishi with HanaHo Games' Conway Ho.



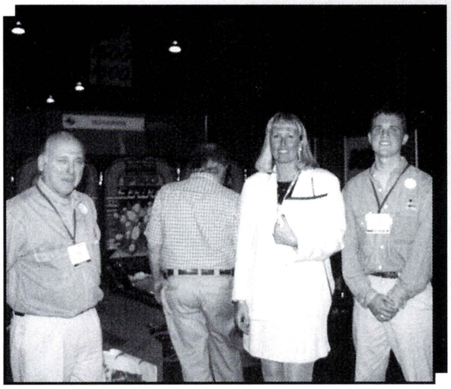
By the *Mr. Potato Head* ride, (l-r): Kiddie Rides USA's Brian Carasik and Cancun operators Renata Lemmen-Meyer and Aaron Henaink Penies.

STOMP
MAGIC
JALECO

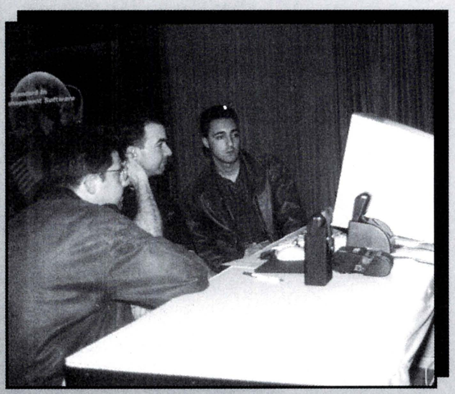
Next to *Kuru Kuru Attack*, (l-r): Jaleco's Shuji Takahashi and Ken Nakata with old friend Mike Robinson who has a redemption merchandise firm.

From left: Cathy and Gary Sulivan of Kidz Play by the *Smokey Bear Jeep* with Carousel's Brad Veatch, Steven Veatch, and Bill Chiles of NKRA.

Stealth Cues and Fabric's Lawrence Soloe (l) and Mark Stoller (r) talk with operator Nick Mazzocco.



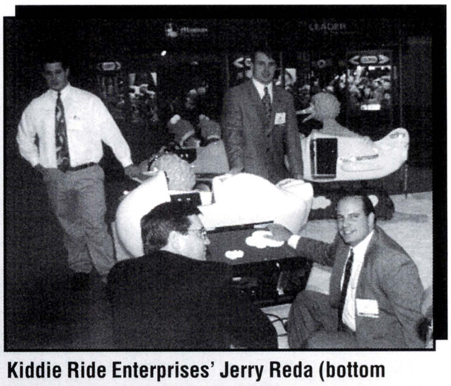
Design Plus' Larry Berke (l) and Ty Seibert (r) talk with Moss Dist.'s Nancy Janssen in front of *Pro Striker*.



Coin ConneXion's John Mette shows a couple of operators how the software works.

BLACK WIDOW

Arachnid's John Martin (l) with daughter Carrie Delafield and Bob Mills by the *Baudy Songs* digital downloading jukebox.



Kiddie Ride Enterprises' Jerry Reda (bottom right) shows the inside of *Big Bird Jetways* to Carousel's Michael Evans. Standing: Tony Reda and Shawn Kiernan.

asks players to shoot the gumball from the cannon to a target to gain two gumballs. It has a redemption option for arcades or a pre-printed coupon to promote merchandise or store discounts in mall locations. Features: changeable backdrops, solid-steel cabinet, and 4,200-5,000 7/8" gumball capacity adaptable to 1" gumballs. For locations that do not want gum it can be Candyland Park and dispense jawbreakers. Phone: (800)851-7674

NOEL INDUSTRIES

Lax Rotary Merchandisers (rotary)
This classic, which is available as a four-player traditional rotary or as a single-player unit, gives operators total control over prize merchandising. They can accommodate a diverse range of merchandise including cameras, baseball cards, cassette tapes, belt buckles, and many other oversized prizes. The automatic reloader moves product along a ramp and onto the mirrored playfield. Phone: (813)785-7630

NSM

Sapphire (jukebox)
Filled with standard features such as protective CD handling and storage system, 16-jacket title display, 750-note capacity bill acceptor and coin mech, ES 5.1 technology, easily exchangeable front graphics panel, and compact design with blond woodgrain cabinet and chrome trim molding.

Also shown: Wall jukeboxes Emerald Ice, Performer Wall, and Digital Thunder; Performer Grand 2000; and the classic Nostalgia Gold. Phone: (630)860-5100

O.K. MFG.

Coaster Series (bulk vending)
Kinetic vendors marketed under the names Gumball Coaster and Circus World, these units feature a 20-second show, changeable music and graphics, and multivend options. They vend 850- or 1080-count product and utilize 110-volt power.

Kinetic Kid (bulk vending)
This interactive bulk vendor holds three cases of product, requires no electricity, vends 850- and 1080-count product, and comes with barrel locks. Options include chasing rope lights, sound, battery-operated sound, modification for tokens or foreign currency, and rear graphics package.

Also shown: The Candy Slide and Road Runner spiral gumball machines and the Classic two-in-one bulk vending unit and stand. Phone: (801)974-9116

P & E TECHNOLOGIES

Winner's Touch (video gaming)
This multigame system comes with touch screen technology, SVGA graphics, 16-bit sound, modem-compatible, and printer-capable. Games include Magic Poker, Deuces Wild, Keno, Gold Fever, Double Joker, Golden Bars, Diamonds, and Black Jack. A new countertop version is now available in a high score and trivia version.

Cigar Vend (cigar vending machine)
Don't miss out on the popularity of cigars. With its compact size and aggressive pricing, it's ideal for an array of locations.

Catch-N-Win (bulk vendor)
The player uses buttons to move a cloud back and forth, trying to catch plastic balls dropping through a maze of pins. Customer gets a gumball every time.

Whack'N Win (bulk vendor)
In each stage of the game a number of buttons will light up. The player must hit all of the lit ones to get points for that stage. In the bulk vending mode, the more you whack, the more prizes you get. In redemption mode with the ticket dispenser, the player gets a prize for playing and then gets tickets based on how well he played. Phone: (908)872-9800

PENINSULA VENDING

M600D (bulk vendor)
This machine includes a six-column vendor for stickers and temporary tattoos sitting on a stand of three quality candy or gum vendors.

M400D (bulk vendor)
This machine includes a superior quality four-column sticker vendor sitting on a stand of two candy or gum vendors. Other stands are available. Phone: (408)978-3588

PIERCE ENGINEERING

Instant Photo Sticker Machine
The company displayed three different versions of its photo sticker machine including a stand-up unit with and without backdrop and a countertop version. The units offer multiple printing formats, multiple backgrounds, and allows customers to preview their image while it is being taken. Phone: (805)375-6500

PREPAID PLUS

Lucky Strike Phone Card Vendor (vending)
This slot-style novelty machine combines an efficient service with exciting sweepstakes opportunity. Each spin of the reels offers players a phone card and opportunity to win $1. The unit is allowed under law because the sweepstakes are open for players who simply wish to send in a prepaid envelope, which are affixed to the side of the machine.

Also shown: Pull-Tab dispenser. Phone: (512)335-0065

QUICK SILVER

Classic Jukebox (bulk vendor)
Choose single or two-product vend in this machine that involves players in the action by stopping blinking lights. Features: wood construction with Formica woodgrain covering and custom music.

Jumpshot Basketball (bulk vendor)
Interactive basketball-themed vendor that also can be used as a redemption game. Players have 10 seconds to use the shooter mech to score as many baskets as possible. Product or tickets are dispensed based on the number of shots made.

Merlin's Magic Touch (bulk vendor)
Interactive unit that asks customers to push the magic button that stops blinking, moving lights and awards product accordingly.

Also shown: Good Time Vending Factory in single and multiunits (bulk vendor). Phone: (702)888-8100

RADAR SALES

Fastball (baseball pitching)
The player throws six baseballs and tries to beat the fastest speed of the day or beat a friend's speeds. This interactive pitching game measures the player's pitching speeds with a digital radar system, determines balls and strikes, operates with regular baseballs, has hilarious interactive voice responses that are game-play appropriate, and has durable construction with only one moving part. Phone: (612)533-1100

RAINBOW CRANE

Toy House, Animal House, Treasure House (cranes)
All three models come in a selection of sizes from 24" to 60" to fit every location. Choose from classic, contemporary, and neon series exteriors. Features include adjustable pricing and play time, joystick or button controls, and easy access components with a single computer board design. Phone: (619)748-7157

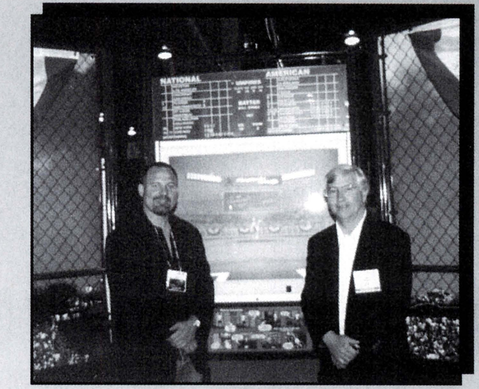
ROCK-OLA

The Intrigue (jukebox)
This CD box features 22 CD jacket display, the most in the market, allowing the user to get from the front to the back quicker. It's majestic stance gives the appearance of being much wider than it really is (41").

ATS (telecommunications)
ATS will allow operators to do just about everything they need to do on their jukeboxes from their desktop computer as if they were in front of the box.

Golden Tee
Golden Tee '97

Incredible Technologies' staff and visitors by *Golden Tee '98*, (l-r): Jeff Siegrist, Steve Rawnsley of Rugby's, Dena Ryan, Scott Morrison, Tom Payne of Backstreet Pavilion, and Larry Hodgson.



Checking out the baseball simulator *Swing It*: Jeff Walker (l) of Interactive Light and Jon P. Brady of Brady Dist.

MARVEL
CAPCO

In front of *Marvel vs. Capcom* are Capcom's Donna Cristich and Satinder Bhutani.

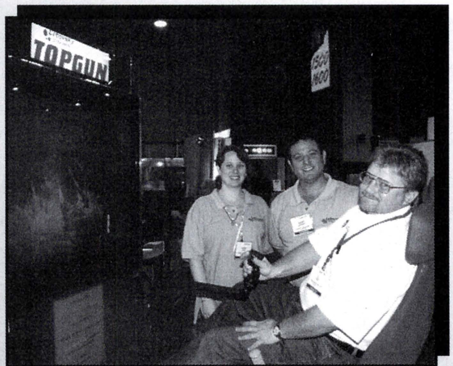
PROUDLY
PRESENTS:

Next to EMT's new *Alvin & The Chipmunks* ride, (l-r): Astro Dist.'s John Nelson, EMT's Ulli Kunnecke, and Astro's Harry Chaplin.

After 5 p.m. and time for a quick break, (l-r): Bay Tek's Dean DeKeyser, Larry Treankler, and Lisa Basten.

Planet Earth's crew, (l-r), Ric Nordling, Debbie Gonzalez, and Tim Walcot with their *Dinospin*.

Mission Crane's Glenn Kassel (r) and Candy Klimes welcome Allan Moss from Jami Fun.



Letovsky Dynamic's Howard Letovsky (in seat), Letovsky's Cyntra Ellen, and AMD's Ed Urich watch a wild ride.

Joanne Jennings of New Orleans' Plush Appeal makes two young ladies very happy with a sample of her plush.

Harley-Davidson (jukebox)

This dynamic CD jukebox displays the trademarked eagle and bar easily recognizable as the Harely-Davidson symbol.

Also shown: The Corvette (jukebox). Phone: (847) 928-2121

ROWE INTERNATIONAL

Berkeley LaserStar (jukebox)

This small size CD box has eye-catching neon lights, double animation, seven-band equalizer, three-channel sound, spectacular design and visual effects, and Rowe's exclusive true dimensional sound. The Berkeley wallbox selector is also available.

The Storm (jukebox)

This CD wall jukebox has spectacular graphics showing lightning bolts on an appealing background that looks like a stormy night, double animation, small size, eye-catching neon lights, and six CD jacket display.

Century Series (bill changers)

A full line of bill changers including the Century 2, 4, 6, 8, and 10.

Also shown: Nostalgia,, Starlight, and the MM-3 (jukeboxes). Phone: (616)243-3633

S & B CANDY & TOY CO.

Beanie Crane

This crane was designed to stock the wildly popular beanie babies. It's available in a larger size and there is a sign to mount on the top promoting the beanie styles. The company has an extensive list of other prizes too. Phone: (800)773-0531

S & S ORIGINAL AMUSEMENTS

Frog Hoppers (ride)

This carnival-style attraction offers riders the thrill of hopping up and down to heights of 20 feet. Each ride lasts between one and two minutes long with up to six riders. Ride seats have a single restraint with an automatic locking mechanism, and the ride utilizes an Allen-Bradley control system, which runs the ride through a three-cycle system and monitors safety. Phone: (435)752-1939

SAMMY USA

Sports Arena (prize vendor)

With a sleek, contemporary look, this operator-adjustable attraction showcases 160 prizes. Its unique prize vending system comes with starter prize packs (a mix or sports and novelty items) and is self-contained requiring no attendant. Features include anti-tilt design, $1 and $5 bill acceptor with upstacker for 300 bills, international electrical specifications, and a security kit. Custom prize packs are available.

Also shown: Key Catcher merchandiser. Phone: (847)364-9787

SEGA GAMEWORKS

Bass Fishing (video simulator)

Now players can see the fish they catch in this Model 3 board system game with 50" screen, rod and reel, and 24 different types of fish. Fish are weighed in and the object is to get the highest weight score in the shortest period of time. You get three shots at the big fish! Ready in May.

Dynamite Deka/Die Hard 2 (video kit)

Two-player sequel to the popular Die Hard with a totally new board system. Features: three different characters and three missions each with a unique ending, power-ups, and new combo attacks. No release date yet.

Fighting Vipers 2 (video kit)

Sequel to the popular original game now with Model 3 technology (one million polygons per second), three new characters (11 characters total), and a new Super K.O. finishing move. No release date yet.

Harley-Davidson & L.A. Riders (video simulator)

Deluxe model is full motion with 50" screen, linkable up to four players. Travel through Los Angeles from checkpoint to checkpoint selecting the shortest route. Features: music select button, authentic Harley engine sounds, Model 3 3D graphics, and Tournament Mode. A map appears at the bottom of the screen so you always know where you are. Also in 29" standard model. Ready now.

Movie Club (photo booth)

Produces movie cards by putting six photos on one piece of film; look at it from different angles and the photos change (move). It uses the latest lenticular technology and offers a choice of frame style.

Print Club 2 (photo booth)

Produce a personalized sticker portfolio to exchange photos with your friends. It takes just 30 seconds and you choose the background frame.

Sega Rally 2 (video simulator)

Up to four units can be linked. Choose from six cars and four tracks (desert, mountain, Riviera). Features: Model 3 technology, 50" deluxe screen with motion seat, practice mode or championship mode, and viewing from driver's eye and rear of vehicle. It has a live camera feature, a panoramic view in the attract mode with multiple units, and even smells like a new car. Also in 29" twin version without motion seat. Ready now.

Virtual On 2 (video simulator)

Sequel to the popular Virtual On, this unit features Model 3 technology, 10 different characters, and a twin configuration. No release date yet.

Also shown: House of the Dead (video kit), 29" upright version of The Lost World, Jurassic Park (dedicated video), and Stamp Expressions (photo booth) where customers get a stamp with their likeness and an ink pad in a neat little carry case. Phone: (650)802-3100

SEGA PINBALL

Viper Night Drivin' (pinball)

Features four "glo-balls" that replace traditional silver balls to enhance the blacklight action. A dynamic sound track by Slash of Guns & Roses and drive time radio speech featuring Mancow enhance the night driving experience. During game play you encounter hitchhikers, drag races, and road kill.

Wack-A-Doodle-Doo (bopping)

Hit lights that look like eggs in front of chickens (Clucky, Plucky, Ducky, Crispy, Squawk, Crow, and Cackle) as they light up. The chickens' heads move up and down to indicate success. A spinning wheel on the header above shows a score that translates to tickets.

Sharpshooter (video kit)

A new two-player gun game from the creators of Police Trainer with vivid, colorful 3D graphics to bring the carnival shooting gallery experience to life. There are six different themes from alien encounter to skull cove. It's JAMMA compatible with cabinet graphics, two guns, and more.

Also shown: Udderly Tickets (the cow!), Galactic Bowling, and Austin Powers (coin drop game). Phone: (708)345-7700

SEIDEL

Hitter's Rally (redemption)

Baseball themed interactive game based on a hit of the 1950s. Features animated pop-up runners, cast bronze bat handle, and solid oak cabinet.

Star Catcher (novelty)

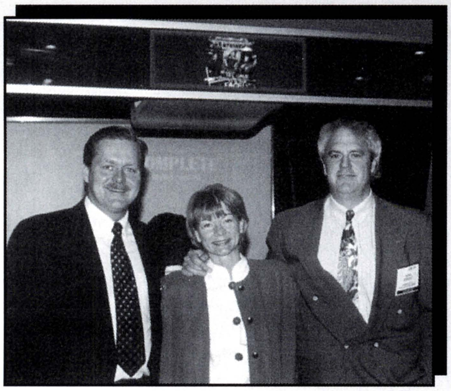
Players hit the launch button to catch a star and send their coins into orbit. Players will watch coin after coin light up the stars as the coins spiral down the funnel.

Also shown: Smokin' Token and Goin' Rollin' (coin drop games). Phone: (505)821-6878

SELECTRA

Selectron 400 (bulk vendor)

A four-column plastic laminating/decal combination vending machine with a capacity of 900 vends. Unit comes complete with floor stand and is also available with a stackable unit to create an eight-selection



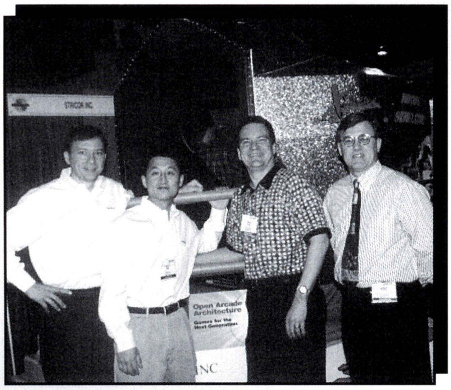
By the *Magikk 120*, (l-r): new Canadian distributor Marc Raymond of Raymarc Dist., and Sylvie D'Avignon and Pierre Bourgault of Magikkastle.

16
30
Sticker Player
$3

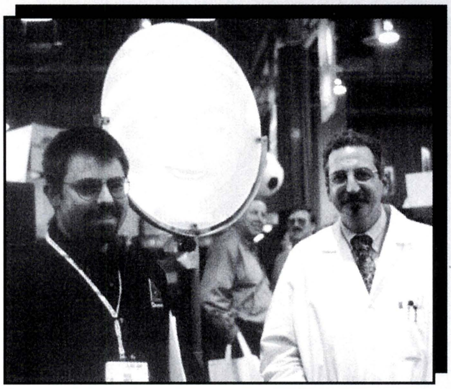
The KIS *Sticker Player* machine is displayed with the company's Denis Fourgeau-Ciers (l) and Thibault Dousson in attendance.

Concorde 2
MUSIC
Greatest 50 Games

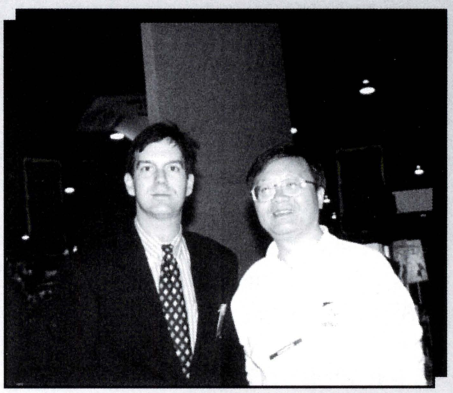
Clustered around JVL's *Concorde 2,* (l-r): MH Associate's Steve Palmer, JVL's Valerie Bechtold, Kelly Kolness, Jim Hall, and Mort Ansky.



By the Extreme Voodoo simulator with *Power Boat Racing*, (l-r): Stricor's Jeff Brown, Young Kim, Brian Duke, and Gerald Olson.



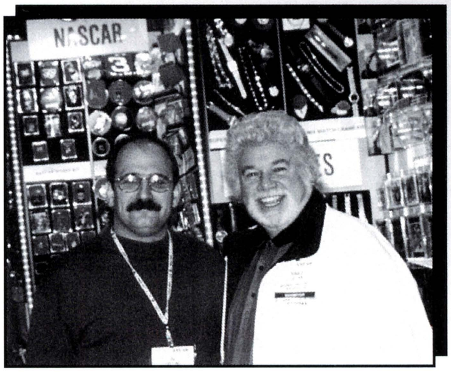
Quantum 3D's Ross Smith (l) has *Play Meter* technical writer Randy Fromm talking with a holograph.



Play Meter's Steve White (l) with Intel's Albert Teng.

In front of Smart's crane line, (l-r): Dave Peckles of Wurlitzer, John Heber and David Kamen of K&K Sales, Mari Smart, Ben Mitchell of Mitchell Sales, and Gordon Smart.

Skee-Ball's Tom Kane (l), Raul Mondragon Ruiz of Video Games Las Vegas, and Michael Sladek of Skee-Ball.



"The Erstling and Getlan families have done business for nearly 50 years," says HMS Monaco's Ira Erstling (l) with Amusement Consultants' Ron Getlan.

The Sureshot Redemption booth had a good crowd!

FUN merchants
COSMIC

Fun Merchants' new crane line, including *Cosmic Crane*, drew attendee attention.

S & B's Brian and Diane Riggles by AGE's *Snack Attacker* crane that sports their candy and toy topper mixes.

floor unit. Comes with standard coin mechs.

Selectron 600 (bulk vendor)
The company's best selling six-column plastic laminating/decal vending machine with a capacity of 1,400 vends. It comes with floor stands and standard coin mechs.

Also shown: Complete line of temporary tattoos, stickers, and engraved ID tags. Phone: (718)931-4800

SHARP IMAGE

Wild Fire (multitab)
This video multigame pull-tab playback device gives the player of traditional pull-tabs the added pleasure of seeing the results displayed on a video screen contained within the pull-tab device. Also available in a wide body cabinet. Phone: (818)341-8900

SKEE-BALL

Demolition Zone (bopping game)
Players whack randomly lit buttons to demolish a condemned building. Tickets are awarded at various levels of the building's collapse. Construction site sound effects add appeal; a bulldozer operator gives a big thumb's up to those who totally wipe out the building.

Scat Cats (alley bowler)
This game uses the popular midway game Cat Rack context but as a redemption game. Set up like all alley games, a player rolls a ball up an alley towards a target board. Instead of holes, though, a player must knock over cat figurines.

Also shown: Skee-Ball Lightning, Super Shot, Super Shot Jr., and Rage in the Cage. Phone: (215)997-8900

SMART INDUSTRIES

Bear Claw skill cranes
This new series of cranes, a redesign of its Clean Sweep models, features modular construction, microprocessor game board, credit/timer readout, joystick, double coin mechs with locking cash box, three- and five-point locking systems on all doors, and tempered safety glass. It comes in 26", 42", and 60" models, the last of which is available as a single or double.

Prize Circus (prize merchandiser)
This merchandising machine challenges players to match traveling lights in order to win a corresponding prize including items ranging from watches and jewelry to larger 10" plush pieces. Standard features include anti-tilt design, high-security construction, colorful graphics, motion/action sound, credit display, double coin mechs with locking cash box, and tempered safety glass.

Also shown: Candy Crane, Clean Sweep cranes, the Showcase Magnetic Crane, and the Smart Ticket Center. Phone: (515)265-9900

SNK CORP.

Hyper Neo-Geo 64 (video game system)
This new system is available as a dedicated game system and a universal conversion kit. The new system has four times the capacity of the original Neo-Geo. There will be three Neo-Geo platforms to accommodate driving, fighting, and gun games. Games shown for the driving and fighting platforms were Samurai Shodown 64, the 3D fighting game that unfolds like a movie; and Road's Edge, with a choice of sports utility vehicles and challenging terrain.

Neo Messenger (novelty)
People were lined up for this! You enter what looks like a phone booth, choose one of the character key chains, pick up the phone receiver, speak a brief message, and it is saved on the key chain for replay time and again.

Top Bomber (crane)
Shown as a prototype, this merchandiser holds prizes in a circular holder and the player must release the "bomb" to hit on the prize. If successful the item falls from the holder and is dispensed.

Also shown: Real Bout 2 and Metal Slug 2 (for the original Neo-Geo 16-bit system), Neo-Print (sticker photo booth), and Blazing Star (novelty). Phone: (408)292-4550

SPORTS SIMULATION INC.

Multisport Stadium (simulator)
Five live-action sports under roof including soccer, baseball, hockey, football, and tennis. Features of this system, which is utilizing Intel's Open Arcade Architecture, are an advanced tracking system, state-of-the-art computers and graphics, high-resolution tractor, and a large video screen. The unit comes in three different configurations: standard, modular, and portable. Phone: (914)773-0500

STRICOR

Xtreme Voodoo (simulator)
This one player simulator, which utilizes PC-based software, was displayed running Xtreme Power Boat Racing from Interplay. The unit utilizes three microprocessors to generate the surround screen visuals and a motion base to add to the thrill. More software will be available in the future. Phone: (770)447-1670

STICKER INC.

Sticker Player (photo sticker machine)
This machine by KIS has customized settings and designs for special locations or occasions. Two printers allow you to have a 400 sheet capacity and you can choose between two sticker sizes. Phone: (908)604-6730

STICKER STAR SALES

Photo Stickers (photo sticker machine)
This digital imaging system delivers 16 stamp size photo stickers in 30 seconds. The machine's exterior and the border assortment can be customized. Phone: (805)688-8427

THAITALIAN

Gumball vendors
Several models of spiral gumball vendors were on display including the Roller Coaster, Roller Coaster Jr., and the Twin Coaster. The units come in a wide array of colors, and are available with light and music options.

Also shown: Classic stand-style bulk vendors and Fun Riders Old Red No. 1 kiddie ride. Phone: (714)373-3488

THEISEN VENDING

Little Monsters School Bus (kiddie ride)
Even the smallest kids like to pretend they are on their way to school in their very own school bus. This is from Jolly Roger. Other rides from Jolly Roger shown include Mighty Mouse Spaceship, Snoopy Doghouse, Woody Woodpecker, and Richard Scarry's Lowly Worm Apple Car, winner of the National Kiddie Ride Association's Equipment Poll in several categories.

TNT Turbo Car (kiddie ride)
This Theisen ride has Tom Theisen's initials in its name. Other Theisen rides shown include Sundance Horse.

Safari Jeep (kiddie ride)
Kids will beg to hop aboard this zebra-striped jungle jeep. It is from R. G. Mitchell Children's Rides. Others from Mitchell include Police Copter, American Roadster, and NASA Rocket. Phone: (612)827-5588

THRILL RIDES INTERNATIONAL

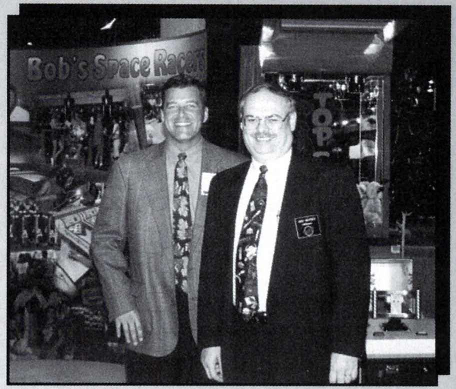
G-Force 2 (motion simulator)
This two-seat simulator is affordable and space conservative, according to the company. It features three separate attractions: The F-14 Jet Fighter, the Bobsled, and the Double Roller Coaster. Customers sit in an enclosed cabin and the game spins around so customers experience up to five sustained G-forces. Phone: (909)604-1515

TOTUMA INTERNATIONAL

Totuma Table (interactive game)
Two opposing players compete on a playing field with balls and paddles, controlled by handle-bar like controls mounted at each

U.S.TOY
YOUR REDEMPTION PARTNER

U.S. Toy came to Las Vegas with the full staff!


Bob's Space Racers

Bob's Space Racers' Mike Griffith and Jack Mendes by the new *Top Spin*.

At King Plush, (l-r): John McRae of Fraser Vend; Angel Minge, Judy Shannon, and Chuck Thurber of King Plush; and Dave Lowe of Fraser Vend.

ASI Tradeshow Special
All New Zap Rides
ONLY $1,995

Zamperla's David Martin wanted to make sure we got a picture of the new *Dragster 2000*.

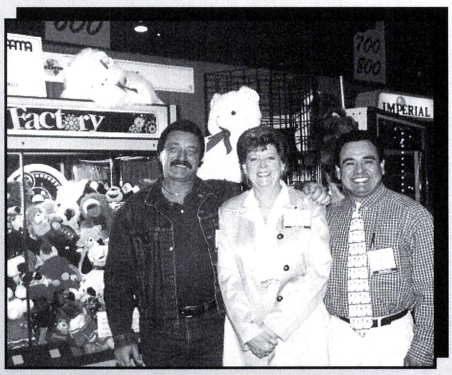
TERABURST
TERABURST
TERABURST

In front of Konami's new *Teraburst*, (l-r): Jim Belt, Mary Hermanson, Darren Decatoire, and Tim Dirnberger.

Next to the new *Berkeley* wall-mount jukebox: Joel Friedman (l) of Rowe and Bill Halperin of Florida Music Co.

GI GREENWALD IND

Greenwald Industries' staff, (l-r): Norbert Nadbornik, Dave McFadden, and Gary Arseneau.


Factory
IMPERIAL

At Plush-4-Play and National Crane Network's booth, (l-r): Alex Cornett, Georgia Cornett, and Jesus Escalera.

Frantic Fred
ICE

Father and son team at ICE: Joe (l) and Ralph Coppola, looking over the *Frantic Fred* kiddie driving game.

end, all completely under glass. Shown as a prototype, a patent is pending. Phone: (713)222-1277

TOUCH TUNES

TouchTunes Digital Jukebox (jukebox)

Downloadable music without the need to purchase and program CDs. Features: Bose sound system for two zones with independent volume controls; 17" touch screen monitor, computer with Intel processor, hard drive, modem, and custom software; 750 songs preloaded and minimum of 25,000 song databases; Mars 2000 Series DBA with 750 note stacker; and much more. Phone line costs for downloading music and software are included. Touch Tunes deals direct with operators to form partnerships and pays for record company royalties, JLO performance rights, and mechanical rights. Deliveries should be in September following UL inspection and final negotiations with recording companies. Phone: (847)419-3304

ULTRAZONE

Laser tag systems

The company exhibited its laser tag products which include the new System-T, a lower-cost system that still offers premium features such as voice feedback, flexible games, membership programs, and detailed player scoring. The company also offers its new System-Z, a real-time radio system which may be used as an upgrade to Ultrazone's standard laser tag product, offering game challenges, role playing options, and feature-packed software. Phone: (702)734-3617

UNITED MACHINE CORP.

South Beach (crane)

Comes with removable metal console, 3/4 length viewing area, side graphics enclosed with glass, external chaser light, and optional bill acceptor and card dispenser. Three models to choose from: Play-Till-You-Win, Jumbo Jr., and Jumbo.

Gizmo Jr.! (bulk vendor)

This is from the makers of Gumball Gizmo, the original kinetic gumball machine. As soon as the coin is dropped into the slot, the gumball begins its journey along a kinetic obstacle course of flips, tips, and turns. There are three different routes to keep customers coming back. Choose from three display options: pedestal, countertop, or wall mount. Phone: (908)286-1120

UNIVERSAL JUKEBOX

Classic (jukebox)

This Seeburg model jukebox features high-tech performance with classic nostalgic styling.

Mercury (jukebox)

This Seeburg features a flip-page title display, CDM-12 Philips disc reader, top hits button, and programmable features. Also offers options like a Karaoke kit, ticket dispenser, and printer.

Cigarsolo (bulk vendor)

This single-serve vending machine can be used for almost anything including personal hygiene products, candy, and an assortment of other items from solid tube glue to batteries.

Also shown: Seeburg Gold and Seeburg wall-mount (jukeboxes). Phone: (52)(3)627-3232 in Jalisco, Mexico

VALLEY RECREATION

The Cat (pool table)

This table has all the important quality features of a premium table at a competitive price. Features: light woodgrain Anigre laminate suede finish, die-cast corners, imported slate with steel supports, one-person levelers, double-reinforced fiberglass legs, quick-change plastic pocket liners, and 21 oz. table cloth.

Tornado 1000 (foosball)

Standard table with three-man goalie for full field play, hinged cabinet for easy access and serviceability, and new ball drop dispensing system. Also with light woodgrain, Anigre laminate suede finish.

Also shown: Cougar CD-7 (premium pool table), Tornado 2000 (premium foosball table), Cougar IQ and Cougar 8 (soft tip darts), and "Ernie" (Electronic Dart Tournament). Phone: (517)892-4536

VEQTOR

Veqtor Lite (laser tag)

Classic fun laser tag system with excellent game play and it's fully upgradable. Comes with a 12-month warranty, comprehensive computer scoring, arenas and props, and arena devices.

Also available: Veqtor Max (radio based system), Megabeast (two-handed laser gun), V-Tag (starter system), and Elite (48 pre-programmed smart games). Phone: (760)747-0840

VIDEO SYSTEM

Stamp Fan (photo stamp)

The unit vends a photo stamp of the customer within a selected themed background that can be used over 200 times. There are 90 patterns and five different colors to choose from. Phone: (425)869-6400

WILLIAMS ELECTRONIC GAMES

No Good Gofers (pinball)

Players get teed off on the driving range as Buzz and Bud the gofers critique their swing and then attempt to make a hole-in-one when the Slam Ramp drops open. It's man vs. gofer in this winner-takes-all game of golf. Competitors try to shoot nine holes in adverse conditions while a wide range of music, voices, explosions, and an animated dot matrix feature provide ongoing entertainment. Phone: (773)961-1000

WURLITZER

The Princess CD (jukebox)

This miniature of the "One More Time" classic can be placed on a pedestal or hung on a wall. It has a large 120-CD library capacity, bubbles and changing color cylinders. It received the CES National Innovation Award.

One More Time (jukebox)

The nostalgic jukebox was featured on a U.S. Postage Stamp. It has a 100-CD capacity, two background modes, bubble tubes, and changing colors. Inside is the commercial-grade Philips CD player.

Also shown: Rainbow and Rave-On (jukeboxes). Phone: (201)807-2616

XSTASIS

PhotoPod (photo sticker)

This unit brings the photo booth into the 21st century by featuring high-fidelity sound, engaging graphics, a large touch screen, and an Internet connection. Players have four pictures taken and composed with the theme of their choice. The customer receives a sheet with four photo stickers while at the same time the machine posts the photos on a special Web page, which can be shared with friends via e-mail. Phone: (305)461-3336

ZAMPERLA

Zap Kiddie Rides

The company displayed its hot new line of kiddie rides that feature electronically-controlled engine noises and driving sound effects as well as movement and sound. Models on the show floor included the Dragster, Happy Car, Pecos Pony, and Sea Plan, all with forward/backward movement. Some of the rides also feature vertical movement, and each is fully themed with brilliant colors and character faces in some instances. Phone: (201)334-8133 ▲

SPRING GAME REVIEW:

the garden is smaller but flowers still bloom

Michael C. Getlan is a third generation owner/operator of arcades and FECs and a member of IAAPA's Education, Technology, and Award Committees. He is director of operations for Amusement Consultants Ltd. of New Rochelle, N.Y., which operates 40 locations in 12 U.S. states and Central America, and is a frequent speaker at industry conventions. He can be reached at (914)576-7800; fax (914)576-6748; or via the Internet (http://www.amusementconsult.com).

The Amusement Showcase International trade show in Las Vegas is different from other shows in our industry. Because ASI stands alone in the spring, all the equipment under development from the manufacturers tends to miraculously finalize and make it to the show. Manufacturers know that product that fails to reach the floor at ASI will not have a venue until the fall.

TOP: Namco's *Time Crisis II* is a no-brainer sequel.

BOTTOM: Sega's Harley-Davidson & L.A. Riders is available in two versions.

This ASI was no different and many new pieces were available for immediate or nearly immediate delivery. I was impressed with new kiddie rides, some novelty games, and a few more traditional games. And even though I have arranged to take a few new items on test, I am still looking forward to additional offerings from Open Arcade Architecture Forum members. That avenue is looking more and more promising each show.

As in previous game reviews, I will not review a product if it is still under development or if it has appeared for sale at an earlier show. Along the same lines, I find that some manufacturers informed me at the last show that their product was going to ship within two weeks and I considered that a game ready for sale. Some of these deliveries did not happen. I will continue to try to avoid reviewing games that are "still in development."

I would like to thank those operators and distributors who shared their opinions and observations with me at the show, as well as my cast members who attended. As always, I am solely responsible for my choices, which reflect my buying opinions and operating strategies. I like to look for games that are fun, good investments, and have a wide range of applications.

TOP: "The driver with a sense of humor" best describes Atari's *California Speed*.

BOTTOM: *Capcom's Marvel vs. Capcom* offers good game play. (Capcom's Donna Cristich is at right.)

Unfortunately, it seems that there is less and less good equipment to review. So here goes...

Simulators and driving games

Rapid River, Namco's whitewater rafting game, was just about the only new simulator at the show. This is a good game. Testing very well in transient markets, it is another one of Namco's new "exertainment" line—very energetic play but extremely tiring. Namco also has a

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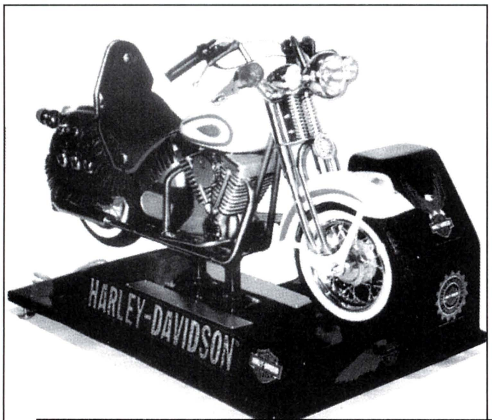


TOP: More good use of a branded name—Kiddies Mfg.'s *The Harley-Davidson Ride.*

BOTTOM: Kiddie Ride Enterprises' *Elmo & Zoe E-Z Rider Racecar* has universal appeal.

bicycle game that is going to ship "almost immediately." I found the game seat very uncomfortable. The game, *Downhill Biker,* had no test reports when I asked.

Sega's *Harley-Davidson & L.A. Riders* is a great motorcycle game with a brand name that makes this an investment with long life. Available in a 27-inch smaller version at this time, the larger 50-inch version was produced in a limited run and sold out quickly. It is doing well for me.

California Speed from Atari is a driving game with a sense of humor. I like this game. It is linkable up to eight players, which gives it tremendous potential for use in a variety of venues. Lots of different tracks, with a lot of wild things happening on the screen–a great game! And you can turn off the pedestrians if you like, with a flick of a switch, so they don't get run over.

Shooting and fighting

Time Crisis II from Namco is the no-brainer sequel of the show. Available in 27-inch and 50-inch models, this game builds on the popularity of the first game. While it is larger, requiring a monitor for each player, this two-player game is fun and engaging. A real winner!

The Lost World Jurassic Park from Sega is now available in a 29-inch smaller version. If your location was unable to support the larger minitheater, this version has the same software. This game has been one of my top performers in the larger style, and I have ordered these for my smaller locations.

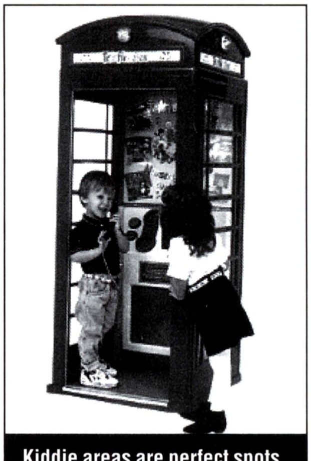
Marvel vs. Capcom is the next in the CPS series of A/B board games from Capcom. Beyond testing at this point, and available at a workable price, everyone should have tried this game by now. With a brand like Marvel, and very good game play, this game also should have a long life.

I was a little upset with Atari: the *Maximum Force/Area 51 Duo* game just made all of my original games obsolete. I hope that an update will be available to make all of the old models competitive with the newer ones or we (the collective buyers of video games) will always be concerned when we buy Atari.

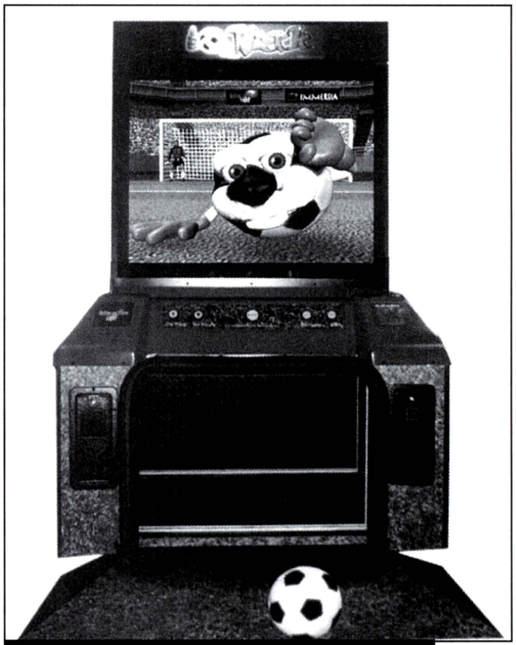
Redemption and pinballs

Claim Jumper, which had a delayed shipping date, is available now from Benchmark. It has 18 cars and 18 jackpots and comes in three- or four-player versions. I feel that this game is great; you just need the place for it. Not a lot of new redemption product was ready at this show. Many companies had prototypes that needed work, so *Claim Jumper* has even more value at this time.

Skillshot from HanaHo Games is a vertical coin action game that is perfect for pool areas, or areas where parents congregate. It is simple and easy to use. I have yet to get test results on it, but I like the game and will try it.



Kiddie areas are perfect spots for the *Telefun Box* shown by Kiddie Rides USA.



Interactive Light's *Kick-It* is a simulator with real soccer interaction.

> ***"Remember that kiddie rides still remain one of the best overall investments for your operation."***

Another interesting game is *Dinospin* from Five Star Redemption. A smaller version of the company's *Pirates Revenge,* this dinosaur-themed skill-stop game has double-up capability for multiple plays. I liked the original game, but it was too large, so I'm glad I can try the smaller one.

In the pinball world, the two offerings were *No Good Gofers!* by Williams and *Viper Night Drivin'* by Sega Pinball. Both games are good, with different themes and applications. Play both and decide for yourself which would work for your particular location.

Kiddie rides and games

The Harley-Davidson Ride, a motorcycle kiddie ride, is another example of great use of a branded name. Just as the Sega piece appeals to the older crowd, this kiddie ride is a natural. Kiddies Mfg. also has the line of Marvel rides featuring The Incredible Hulk and X-Men characters, as well as Spider-Man, the subject of the first ride in this series.

Kiddie Ride Enterprises produces the Sesame Street rides featuring Big Bird, Elmo and Zoe, and Bert and Ernie in various vehicles. Universal appeal for the younger child makes all of these rides a good addition to your kiddie ride fleet. Remember that kiddie rides still remain one of the best overall investments for your operation.

I also like the *Telefun Box* from Kiddie Ride Exchange in England. Distributed by Kiddie Rides USA, this is a nursery rhyme machine for small children and looks like an English street telephone booth—something different for your kiddie area.

Not a kiddie ride but a kiddie game, *Frantic Fred* from ICE is a fun, appealing game in the cartoon style of ICE's *Mouse Attack*. I liked it. Like a kiddie ride, it will have a continuous stream of new customers over time. Looks good to me.

Other notes

There were no additional video sports games offered at the show that appealed to me. I am trying a *Kick It* (soccer game by Interactive Light) in a transient location. This game, while projecting the game play on a monitor, is much more an interactive simulator since the player kicks the ball and the game responds as in *Home Run Derby*. No surprise, as the same team designed both games.

I want to mention *Magic the Gathering—Armageddon*, a new game by Acclaim. I have only just put it on location; it is expensive (sorry guys!). On the other hand, I think it is one of the first games out there that is written with a contemporary game player in mind. It takes practice to learn this game.

You should check to see if your distributor could get support for this product from the manufacturer before you try one. I do not advocate *Armageddon* for everyone to purchase, but every operator should play it to see a different approach to game play.

In fact, while many of the games listed above were very good, the pickings were still thin. Unfortunately, the promised wave of new PC-based games is still under development and I do not know when we will see viable product. I feel that the mindset of players in arcades is changing, and I am watching products and companies to see if they can catch the change.

So be cautious when it comes to the "new wave" of games. As my grandmother says, "It's not soup yet!" The ingredients still need to cook before we can consume the product. ▲

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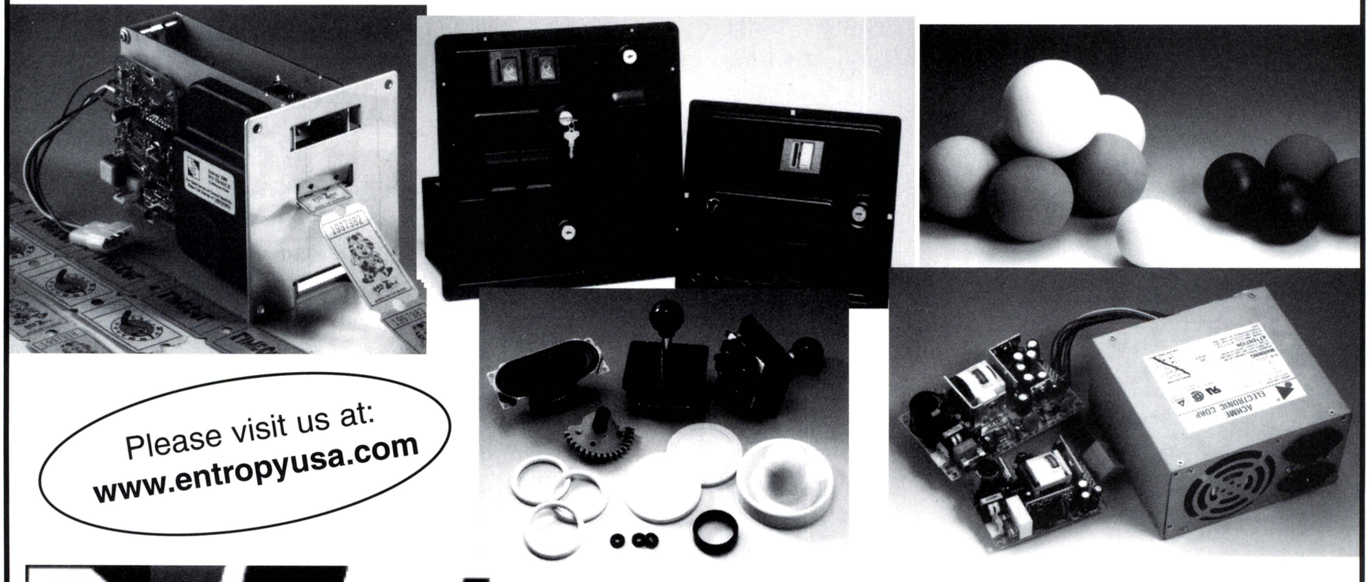

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BONNIE THEARD

REDEMPTION REPORT

PRIZES ARE THE KEY to repeat game play

Licensed items vs. traditional, which is the right way to go?

Clowning around, (l-r): Michael Getlan of Amusement Consultants, Steve Chernin of Play-By-Play/Ace-Acme, and Cliff Brechner of Dan Brechner & Co.

After the seminar Michael Getlan chats with Helena Pacheco of Technomania S.A., San Jose, Costa Rica.

Whether you are a rookie or a veteran, the seminar "Redemption for Rookies" provided a time to review that most important element in amusement centers with redemption games: the prize counter. What appears there can make or break the operation because players are motivated by desirable prizes.

Besides, who could pass up the opportunity to glean some useful information from the likes of Michael Getlan of Amusement Consultants, Steve Chernin of Play-By-Play/Ace-Acme, and Cliff Brechner of Dan Brechner & Co.

You've heard that old maxim: "Clothes make the man." Try a new maxim: "Prizes make the redemption counter." Here's what the experts had to impart:

Chernin focused on licensed merchandise in two categories: 1) evergreen—always popular items such as sports licenses, Looney Tunes, Disney; and 2) trendy—depending on marketing, such as South Park, Power Rangers, and Rug Rats.

There are two types of licensed goods: 1) character license, and 2) trademark license such as Harley-Davidson and Coca-Cola.

According to Chernin, there are pitfalls in the licensed arena: items are more expensive, they may fall out of favor if trendy, and they may be hard to get. On the upside, they have a higher perceived value (perception is everything!) and the exposure is extensive (think Warner Bros. cartoons).

Licensed product is not limited in price point, said Chernin. Tattoos can sell for under five cents; plush can vary to jumbo size. He recommended a prize mix of 50/50 licensed and traditional. "Know what your price points are going to be and split it up," he said. "Shop the lines and look for unique designs. Use the same markup schedule. Remember, there are licensed items that may not be right for the age group that comes into your location."

Brechner called traditional prizes the foundation of a redemption center. By traditional he means whoopie cushions, hand buzzers, and other items with universal appeal that transcend time. "These products will always be an important part of your redemption center," he said.

Not only do the traditional items never go out of style, they are also available in a wide variety and at different price points. Brechner advised, "With the tried and true you can always get that product at a fair price."

Getlan declared his first rule: Merchandise drives redemption! While there is increased risk and increased reward with licensed items, Getlan said you can "get stuck with a hot item that cools off."

Amusement equipment is designed to reward the player when he plays badly (helpful tips along the way), said Get-

TOP: From left: Philip DeDona of ANT Vending in Queens, N.Y., and Mario Valdovinos of Mallards Restaurant in Modesto, Calif., talk about redemption with Michael Getlan.

BOTTOM: Jammy Williams of Ideal Software confers with Steve Chernin.

lan, up until a point where the player gets more skillful. Redemption equipment rewards you when you play well (tickets or tokens and prizes).

For Getlan it all boils down to selection, percentaging, and security:

Selection: Choose equipment based on the clientele you intend to attract, using the same criteria for prizes.

Percentaging: Track the percentage of tickets; look at total gross dollars less the cost of merchandise. The overall percentage should be 24 to 28 percent in total redemption payout over the counter.

Security: Never take tickets or tokens for granted—they are money. Look at it this way—you are an independent country and this is your currency. Don't leave tokens or tickets easily accessible. Theft will throw off your percentaging, plus it sends a message to employees. Take an inventory of tickets when the boxes come in. If you don't take down the numbers your employees know you have no way to check those tickets. Examine the trail of tickets. In the end all this will impact your customers.

"Every game gets checked and logged," said Getlan. "Do the same with the tickets." Have a problem with theft? Find the guilty party and prosecute or you will continue to see theft.

He also advised setting ticket payout based on a game's entertainment value: longer play = lower ticket payout; shorter play = higher ticket payout. Getlan summed up his philosophy about the coin-op amusement business. "We're about fun, happiness, and smiles. You have to be in this business to make people happy. If you do that right you will make money. If you start out just to make money, when the business cycle is down, you won't last."

He also said, "If it ain't broke, break it. If you break it, you might find a better way. The only way to get something different is to stop what you're doing and try something else."

Paying close attention to the merchandise will avoid a situation where a player comes to the counter, doesn't see something he wants, and walks away never to return. ▲

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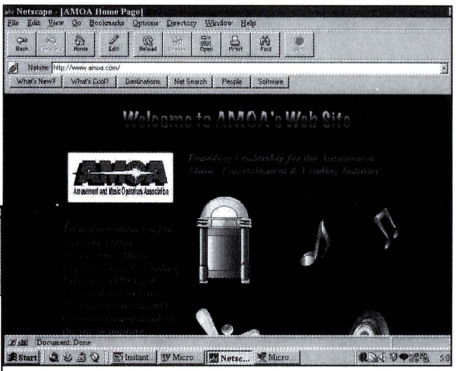
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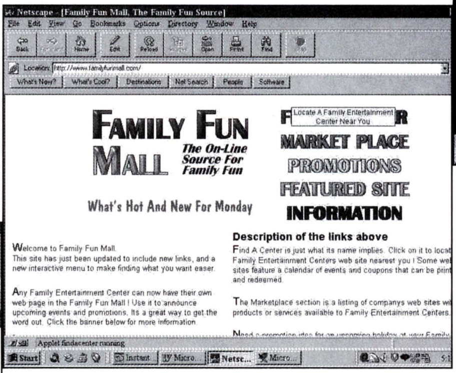
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FEATURED SITE
INFORMATION
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FAMILY FUN MALL The On-Line Source For Family Fun

What's Hot And New For Monday

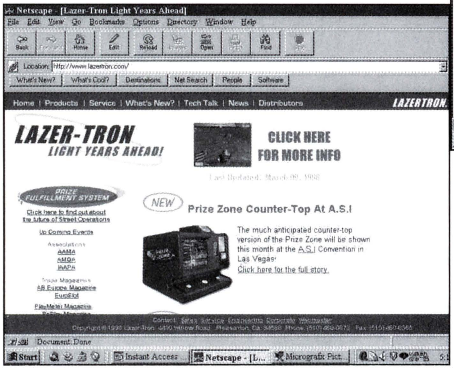
Welcome to Family Fun Mall.
This site has just been updated to include new links, and a new interactive menu to make finding what you want easer.

Any Family Entertainment Center can now have their own web page in the Family Fun Mall ! Use it to announce upcoming events and promotions. Its a great way to get the word out. Click the banner below for more information.

Description of the links above

Find A Center is just what its name implies. Click on it to locat Family Entertainment Centers web site nearest you ! Some wel sites feature a calendar of events and coupons that can be print and redeemed.

The Marketplace section is a listing of companys web sites wi products or services available to Family Entertainment Centers.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Location: http://www.lazertron.com/

Prize Zone Counter-Top At A.S.I

The much anticipated counter-top version of the Prize Zone will be shown this month at the A.S.I Convention in Las Vegas.
Click here for the full story.

VIC FORTENBACH

We're going to take a trip, not in a car or on a bus, but from your desktop. We are going to cruise the World Wide Web, and it's a trip you will not soon forget. The Web is packed with all kinds of goodies to make our trip an exciting and fun one.

Our itinerary includes stop overs at some of the industry trade magazine and association Web sites, with a quick detour to check out the manufacturer sites and a nice and relaxing dash in and around a number of family entertainment center Web sites. To top off our trip, we will visit a few coin-op technical Web sites. As an added bonus, we will ride on over to a couple of Web sites that are just plain cool. So fasten your seat belts, and get ready!

One note, all of the Web sites listed have the http:// heading part of the URL (Uniform Resource Locator, the Web address) left off. If you're using a newer Web browser, it will add the http:// to the front of the address, automatically. If you type in the URL listed and get a "not found" message, try adding http:// to the front of a Web URL.

INDUSTRY PUBLICATIONS

The first stop is, where else, but *Play Meter* (www.playmeter.com). This sight is maintained by Special Projects Editor Steve White. He does a great job of updating the site on a weekly basis with the News Now area. In addition to industry related news, there are links to the editorial and feature columns from the current month's issue and an Industry Links area that lists game manufacturers and support companies with Web sites. A digest of the equipment poll which lists top earning games is updated monthly.

Cashbox magazine (www.cashbox.com) may be new to some people, but the hard copy magazine has been around for more than 15 years. The magazine, as well as the Web site, covers the music end of the industry. The Web site features news and monthly coverage of exciting happenings in the record industry in both the United States and United Kingdom. The *Cashbox* Web site is linked to Access Nashville (www.accessnashville.com), an online directory of what is happening musically in that musical Mecca.

Amusement International Magazine (www.randyfromm.com/aim.htm) is an online magazine full of what's new in the world of coin-op video games, pinball machines, coin operated darts, jukeboxes, coin-op pool tables, slot machines, and other coin-operated amusement devices. Randy Fromm, *Play Meter's* technical editor, main-

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

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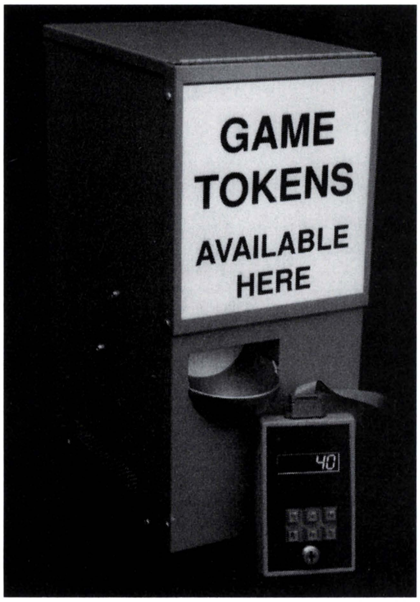

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tains this Web site up to date. There are links to other industry magazines including *Intergame*, a European trade magazine, and *Street Beat*, a guide to music and coin machines.

What's New For Family Fun Centers (www.rec-net.com/pub/ffc) covers all the new products from featured companies and spotlights a selected product monthly. You may be already receiving this magazine in the mail. If you don't, check out the Web site.

AB Europe Interactive (www.ab-europe.co.uk/abe) is the cool name of *AB Europe's* Web site, which is sponsored by Namco. This site covers all the information about the European amusement industry. The Web site covers many topics of interest for both the United States and the United Kingdom. The most complete listing of industry associations in the world is also housed at this site.

TRADE ASSOCIATIONS

The first stop on the list of association Web sites is the American Amusement Machine Association (AAMA) Web site (www.coin-op.org). The AAMA Web site lists everything you want to know about the trade group. The site is split up into eight categories, all of which are easy to find and navigate around. The trade show link has information on not just the Amusement Showcase International but both the India and the Asian Amusement Expos held in India and Singapore.

The Amusement & Music Operators Association (AMOA) recently found itself on the information super highway with a Web site (www.amoa.com) that paints a detailed picture of the operator's association. On the directory page are several clickable categories including general information about the AMOA, a link to member Web sites, industry standards, and member benefit programs. Headline news and complete information about the upcoming AMOA show in Nashville (Sept. 17-19) is also displayed. Another neat feature on the search page is a list of the 12 most popular search engines for locating information on the Web.

The International Association of Amusement Parks & Attractions (IAAPA) has a very nicely done Web site (www.iaapa.org). In fact, this site is one of my favorites because it's laid out well, pleasing to the eye, and easy to read. When it comes to information about the IAAPA and its many services to the industry, this site is tops. Several links include a member center with industry information at your fingertips including an online industry buyer's guide, industry article database, and a link to *Funworld* magazine. There is a new member information link where you can join IAAPA online with your credit card and a new member news area where you can find out what is happening in the industry. The IAAPA Web site's online catalog of products and services from industry members allows viewers to order products online, and there is even a calendar and a convention link for the IAAPA convention coming up in Dallas (Nov. 17-21).

NEWS NOW!
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www.playmeter.com

The National Automatic Merchandising Association (NAMA) Web site (www. vending.org) is dedicated to the vending and food services industry. NAMA's site allows you to order the association's publication right on-line with your credit card. Of course all the information about vending and food service is there! At the top of the NAMA Web page is a list all of categories in the site, and as you move your mouse over them they light up. It's pretty cool and enhances the interactivity of the site. But it only works with Netscape 3.0 or the newest version of Microsoft Internet Explorer.

MANUFACTURERS

Most of the amusement game manufacturers have Web sites. You can search for their Web sites by going to *Play Meter's* (www. playmeter.com) and clicking on Industry Links. I have a few manufacturers' Web sites that are my favorites, but what makes them special? Being a Web site designer, I look at a site from several angles: 1) how quick the Web sites loads and displays, 2) do I have to spend a lot of time finding information, and 3) is site pleasing to look at graphically and to just browse around. One of my favorite Web sites is Lazer-Tron's site (www.lazertron.com). It is beyond comparison and easy to negotiate with a navigation bar right at the top and a very neat search engine to search for technical articles about Lazer-Tron's games.

A & A Company (www. aaparkway.com) is another site with great design. It is also easy to navigate after the first page and is very appealing visually with wonderful graphics.

The Coin Connexion (www. coinconnexion.com) site earns high marks in my book. Although not a game manufacturer, they do manufacture several

> *"One of my favorite Web sites is Lazer-Tron's site (www.lazertron.com). It is beyond comparison and easy to negotiate with a navigation bar right at the top and a very neat search engine to search for technical articles about Lazer-Tron's games."*

software products for the amusement industry. The site is very well organized.

GameWorks (www.gameworks.com) is an another great site. However, the site does not focus on games manufactured by Sega GameWorks but on the GameWorks entertainment centers located in several cities.

FAMILY ENTERTAINMENT CENTERS

The idea of a family entertainment center having a Web site is still a new idea to most until they discover that over half of their customers have Internet access at home. The basic FEC Web site has a listing of attractions and pricing information. A few even have online coupons that can be printed and redeemed.

Here is a selected list of Family Entertainment Centers:

- Family Fun Centers, San Diego, Calif., (www.familyfuncenters.com)
- Ultrazone Lazer Tag, San Diego, Calif., (www.playultrazone.com)
- Fiddlesticks, Tempe, Ariz,.(www.fiddlesticks.com)
- Caddie Shak, Donegal, Pa., (www.caddieshak.com)
- Extreme World, Wisconsin Dells, Wis., (www.extremeworld.com)
- Palace Park, Irvine, Calif., (www.socal.com/palace)
- Noah's Ark Waterpark, Wisconsin Dells, Wis., (www.wisdells.com/noahs)

TECHNICAL SITES

As you know the Web exists for information, and a Web site that features technical information about the industry is a match made in heaven. The best technical site on the Web has to be randyfromm.com (www.randyfromm.com). *Play Meter's* Randy Fromm has done an outstanding job in creating this site.

Another site worth looking at is Pinmall (www.pinmall.com). This site is extensive with links and categories that cover the entire industry.

COOL SITES

One Web site that is a good source of information for both the customer and the marketing person of an FEC is Family Fun Mall (www.familyfunmall.com). At this Web site you can search for an FEC nearest to you, or get ideas for your next promotion from the promotional data bank.

All the big food manufacturers also have Web sites that are in tune with the '90s.

Some may be too cool, so bring your sunglasses and check out these:

M & M Studios (www.m-ms.com)
Pepsi (www.pepsi.com)
Coca Cola, (www.cocacola.com)
Frito Lay, (www.fritolay.com)

Well that covers our trip around the Internet. I hope you enjoyed it? If you have any comments or questions about Web sites, I can be reached at (760) 322-4000 or by e-mail, (Vic@Vicco.com). ▲

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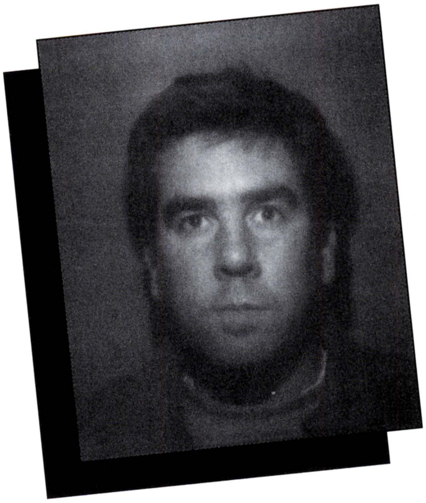

JEFF McAFOOS

Davenport, Iowa

J&B AMUSEMENTS

Sometimes it's hard to step into someone else's shoes, but Jeff has done an excellent job of giving us the essence of what it's like being a street operator in this day and age.

Jeff has been in business for nine years. He describes his decision to enter coin-op as a whim. His part-time job, which consisted of a couple of machines, became a full-time job as his number of games began to grow. He was working for a film manufacturer and was looking for a sideline. He signed on with Auto-Photo to do service on its machines. From there Jeff bought his first piece of equipment, which he recalls was a jukebox. He said, "The business just snowballed. A little time a week became a lot of time and I decided to do it full-time."

When you got into the coin-op business full-time, did things go as planned for you?

For the first half of the nine years I've been in business, I'd say things were great. The machines made the money necessary to support them, and I felt the industry was supporting the street operator. The last half of these nine years things have gone in the opposite direction. The machines are too high priced, they don't earn the money needed, and the manufacturers don't support the operator in terms of releasing games into the home market way too soon.

Do you feel that the home market is one the coin-op industry's worst nightmares?

Yes. More and more people are getting computers in their homes. When I visit friends, since I'm a nosey guy, I always look at their software. Everyone seems to have countless game cartridges. There is no incentive for kids to go to local establishments and play games anymore. That part of our industry is dead.

How do you find out when a game is coming out for the home?

If you are willing to publish this, my experience has been that anytime the manufacturers tell their distributors to tell us that they will NOT release a game to the home market before a certain date, they don't keep their promises. For instance, say a new hot game was released at ASI in March. They dutifully tell us that it won't be released until the Christmas season. We receive our games in April, and as soon as they see how slow sales are, you can believe that game will show up in stores real soon. Then my $5,000 investment is worth zero.

Why do you think the manufacturers do that?

It's greed. They see that the sales aren't out there like they were five years ago. I remember when the original *Mortal Kombat* game was introduced. I couldn't get enough of them because players were willing to put money into them. Now that they're just coming out with new editions of the same game, players are bored. But they keep coming out with these $5,000 games that are losers. Operators are unwilling to try it anymore. The manufacturers see us reluctant to spend our hard-earned money to buy their games because they screwed us so many times, so they figure they'll invade the home market with their games.

Don't you think that the home market is very competitive?

I personally think that the manufacturers are using the coin-op market as their testing ground. If they see any sign of success in terms of sales from us, they immediately put that particular game in the home market. But in doing that they pull the rug out from under us. They use the coin-op market as a barometer for what they're doing for the home but they're doing it way too soon. They aren't giving us a chance to recoup our investment.

How much time do you think there should be between the coin-op and the home introduction of a game?

In a perfect world, I'd love to see a year. But I know that it will never happen because that greed factor kicks in much sooner. Quite frankly, I don't think the manufacturers really care about the coin-op market because the home market is their bread and butter. I've heard that from manufacturer's reps.

Do you think it would take a year to recoup your investment?

Oh, yea. Unfortunately that's reality. If you are spending, for example, $4,000 on a video game and earning $30 a week after your location split you aren't going to make it. And quite frankly, that's what the industry is doing right now. I'm sure if manufacturers were willing to speak, they'd tell you the same thing. That's why we can't do it anymore.

I've come to this conclusion: About three years ago when the panic first began to set in as far as kid video games being completely eroded, operators kept buying hoping to buy themselves out of the problem. Now we're not. We learned our lesson; buying $5,000 video games is not the answer. Most of my locations that want video games don't get them because I simply can't afford to place them. I think that part of our industry is gone, and I don't see it coming back because of what the manufacturers have done to it.

You said that kids are smarter and are expecting more. Can't the manufacturers still put out games that are really better than home games?

Well, that's debatable. I don't think so. I'm back to what I said before: they know we're not willing to spend $3,000 to $5,000 per game on empty promises. Plus kids can go buy a game for their computer for about the same money they used to spend in an arcade. And that's just what they are doing.

But not being willing to spend money on losers, you still have to update your equipment to give your locations something new to attract players. What do you do?

The best bang for the buck is Incredible Technologies' bowling, golf, and *Shuffleshot*. For $1,300 you can put one of those kits in the cabinet of one of your $5,000 losers and you're better off. The kids are willing to play these games, and it's an excellent return on investment. We don't have it in tournament mode because I think there are too many fingers in the pie. But many of my locations run their own tournaments and it seems to satisfy the customers who want it.

Have you found success with system games?

When Neo-Geo first came on the market it was fantastic. Operators had the opportunity to upgrade games for about $200 for a cartridge. From an operator's standpoint it was great. We need more things like that, not $5,000 games we know are losers. What I'm saying is that if there is a reasonably priced game, operators will buy it.

As far as operators go, there seems to be a code of silence. No one wants to admit they made a mistake. They want to attend the trade shows and act like big shots, dripping in gold chains and fancy watches. But based on attendance and the very little equipment seen on distributors showrooms, and the fact that distributors are not having as many post shows, I'd say there have been some mistakes made. I'll tell you how it is: operators are totally disgusted with the manufacturers and somewhat with the distributors. They feel they've been sold a bill of goods for the last four years that consisted of a lot of empty promises.

Do you think that operators would like to see more leasing or revenue-sharing plans for equipment so they wouldn't have the large up front investment?

The next bright spot in this industry is digital TouchTunes. From an operator's point of view, if we're honest with ourselves, we don't really make any money with music. When you add up the capital investment and the expensive CDs you have to buy, you don't make money. We're offering a jukebox as a service to be able to place other types of equipment. With downloading music it'll be a different story. We won't have that huge up front investment. Sure there will be a minimum, but if we make any money on it, it's plus money in our pockets. I'm already signed up and I'm ready to go on it. I'm looking forward to it.

> ***"The manufacturers and distributors should be held accountable, responsible, and they need to have a code of ethics."***

Someone once said that operators are a suspicious lot. In this case, do you feel that TouchTunes could very well pass over operators and operate the boxes without operators?

I looked at it that way myself at first, but I see that they would be crazy to try it. There are old timers who have been doing this for years and seem to always be looking over their shoulders. There's a new generation of operators out there who are college educated, not that it makes us smarter, but we tend to look for opportunities instead of shutting doors.

This new breed looks at this industry a little different. We're looking at return on investment and the value of a machine that you are buying. There was a time, and believe me I was part of this problem, when we would come into our distributor's showrooms like big shots and say I'll take one of those, two of those, and half a dozen of those. We didn't have the business sense to realize that this was a bad investment. Now pinballs are a horrible investment. To buy a $3,500 pinball that will make $5 week is a bad investment. We have sense enough to realize it.

Not to drift off the subject, but the pinball industry needs to address that. But this industry is funny like that: no one addresses problems. They just hope that the next machine solves all prior problems.

But maybe that philosophy worked before. You could make a bad investment, but something would come along to make up for it. Do you agree?

When you make a bad investment and keep making them, it's a bad business decision. There's a lesson to be learned. If street operators want to be honest with themselves, they'd agree that what's making money right now are the ITS games, pool tables, and *MegaTouch* countertops. But the thing that scares the hell out of me is the gray market. It's what is helping the industry survive.

I'll tell you what. Distributors better hope to hell that the gray market stays right where it is because if it is pulled out from under operators, they'll be returning all of their amusement equipment. The gray area games are making it possible to afford the other equipment. I guarantee that if this industry had to stand on its own two legs based on the mainstream equipment it would fail—miserably.

I mentioned revenue-sharing but operators seem to be hesitant. Why?

They are afraid they will lose control, mainly of the money. But in my opinion I would rather have a manufacturer make the capital investment that would allow me to put equipment in my locations because I'll be making more money and providing better service than I can now. Take downloading music, for instance. I'll be able to take that $7,000 investment and $200 per month in CDs that I formerly had to invest in new music and I can reinvest it in more equipment like *MegaTouch*, ITS, and maybe something new coming along.

But some oeprators are hesitant because they don't want anyone else to have access to their locations or know how much they make. Actually though, what it would do is free up our money to do other things that are more profitable for our business. That's how they have to look at it. If they don't look at it like that then they will be walked over by their competitor in their marketplace.

Do you think revenue sharing would work with video games?

I think that revenue sharing is viable only if manufacturers come to us with a realistic proposal. If they have no consideration for our livelihood like it is now anyway, it just won't work. You have to understand from a street operator's point of view there are three parties involved: manufacturer, operator, and location. Their mindset is just them

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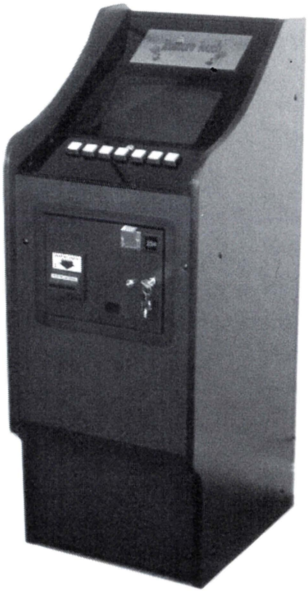


Cabaret with 14" VGA Shown

Mini Showcase 3 Player Blackjack with 27" VGA Shown and the operator. It won't work like that because you can't split the revenue in half.

Have your locations changed much in nine years?

In the last three years there have been less demands because there has been less good equipment available. Before that everyone wanted the latest hot video games, but now there are no hot video games. I remember the days when I had to have say an *NBA Jam* in every location. Other than ITS *Golden 3D Golf*, there is nothing they want.

The only good thing about some of the video games I've bought in the last couple of years is I got some really good cabinets to put the golf game in. It blows my mind because I don't understand how some of the manufacturers can't acknowledge the success Incredible Technologies has and come down on their prices to accommodate the street operator. They have it in their mind that they can't put a kit out for less than $2,500 and that's why they are failing.

I've heard complaints that while the computer industry is seeing costs dropping our industry keeps going up.

I use a funny analogy to address this. Say I went into my Ford dealer and wanted to buy an F-150 pick-up truck. The dealer asks me whether I was using it for pleasure or work, and if I say work, he'll add another $3,000 to the cost because he figures I'm going to profit from this truck. As ridiculous as that sounds, that's what's happening in our industry. Manufacturers have it in their heads that we are making so much money with their games that they can charge us more. They get in these pow-wow meetings and look at bogus earnings reports from huge arcades and think it's reality. It's not.

Do you operate in arcades and family entertainment centers?

Yes, we do. That part of the business had a tremendous boom but it's in a bust mode right now. I think when it was good it was good, but now the glazed look is gone from everyone's eyes, people realize they paid an awful lot for games with a ticket dispenser. It's right back to the same old story: why buy something you can't pay for in a year.

Even though you don't think there's much equipment worth buying, it's a fact that you still have to offer your customers something new. How do you budget for new equipment?

That's a tough one. I can honestly say we've turned down many locations that want video games because we know it just isn't worth the expense. Of course, many locations are calling because they are fishing. Their collections are down because the industry as a whole is down so they want to find out if there's someone out there who can offer more money.

Do you use solid contracts with your locations?

I'd like to but it seems like the locations are more business savvy and don't want any long-term commitments. But it hasn't been a problem.

Do you have an opinion on the open PC platform idea?

I don't know that much about it although I hope it will benefit the operator like I've heard it might. However, people in this industry don't like to cooperate with each other so I think that will be the biggest stumbling block to its success. There may be a lot of pirating of ideas. If there is not some sort of universal agreement, it may not work. But the main thing is that I would hope it would lower the cost of games while at the same time giving us some good games. But as we have seen too often before, if there's a savings to be had, it won't be at the operator level. We must have games that are better than you can get for the home. I have bought games for my own computer and I can tell you they are pretty good. Driving games are ahead but others are comparable. There has to be some creative minds to make anything new work.

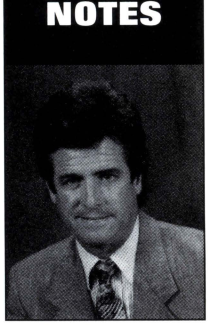
If you had one piece of advice for other operators what would it be?

I don't want this to sound negative because there are some positive things about our business as I mentioned, but one thing a street operator needs to put in his bag of tools is not only a good distributor and quality people working on the street but a good attorney. I found this to be very effective. When you feel like you've been shortchanged by a manufacturer or distributor when you buy equipment that just doesn't live up to the expectations, get your attorney involved. You'll be surprised how things change. Instead of having the mentality of "I guess I made a mistake," think that you were misled. Why should operators bear the burden of false claims. I've been told before that it's just part of the business or the 30-day warranty isn't valid. I think we're being walked all over. My attorney has made a few phone calls and you'd be surprised how many times I've heard, "sure bring that thing back in."

Operators shouldn't have to stand by and be lied to and have equipment misrepresented in terms of quality or whatever. For that $150 per hour for an attorney, it's worth it. I'm not talking about every purchase because we can't be right all the time, but I'm talking about when you're buying a $4,000-plus game and it's a total mess in terms of quality, how it's assembled, and things like that. I realize the earnings are somewhat up in the air, but there should be no compromise on quality. The physical aspects and craftsmanship should be good. I've had games that fall apart before I put them on location. My technicians have been appalled at the way a game is put together. I don't know how many times I was burned before I hired an attorney. The manufacturers and distributors should be held accountable, responsible, and they need to have a code of ethics. Please print that! ▲

QUARTER **NOTES**

RICH HOLLEY



70/30 my share, but how?

Play Meter columnist Rich Holley shares a few successful strategies for negotiating more profitable contracts with locations and earning a high percentage of game revenue.

There has been much written in the last few years about the need for operators to charge proper play prices and get a better split from their locations in order to offset the ever increasing cost of equipment and diminishing collection receipts. While everyone agrees with this, little has been printed in the "how to" department on ways to go about accomplishing these goals.

Judging from the operators that I speak with across the country and from the seminars that I have conducted, it is a fact that while some progress has been made, a large percentage of operators are still having difficulty obtaining contractual agreements with their locations, never mind getting a better split. Negotiating a contract is an art and a skill that improves each and every time you get one signed. For those operators who have acquired that skill, the task of negotiating a better package with their accounts may not be as difficult as it would be for someone who is still working for 50 percent and no contract.

During WW II the German U-boats were giving the Allies a fit. They were a menace and could not be stopped. Someone had the great idea, that if the ocean was drained, then the German submarines could be captured. Good thinking, but no one knew where the plug to the ocean was.

However, there is more than one way to skin a cat, and it isn't important which method works as long as you get what you set out to achieve.

The object here is to get your locations to agree to let you make enough money to justify giving them expensive video games that lose their value very quickly, a problem that all operators are faced with today.

The most obvious answer is to get a better percentage for the expensive games in question. The problem I have is that unless I am provided with past financial history on amusement vending in a new location, then 60, 70, or even 100 percent may not be enough to cover the cost. It is pure speculation, and as far as I am concerned, very risky.

If the account has been in business and provides financial records on game collections, the risk can be minimized, but securing the 60 or 70 percent deal is not that easy. One way that works nicely is to establish a dollar amount that you can live with based on the cost of equipment and then ask the location owner for 65 percent until that amount is collected. At that time the split would return to whatever was originally agreed upon, probably 50-50. The operator must provide the location with weekly collection reports on game earnings so that both parties keep track of the progress.

Each step of the negotiating process should reassure the location owner that by allowing the operator to take a larger percentage, he will not only be able to pay for the current equipment but also be in a much stronger position to replace it in a timely manner. If an operator can't pay for the first batch of games, how will he, or any operator for that matter, be able to justify a second batch?

Another successful method is to put a simulator on location providing that the operator retains all the income for a period of three months (sounds better than 13 weeks). The method works like this: We, as operators, know the best collections are going to occur during the first three months in a location. By keeping all of that income, we effectively reduce the price of a game to an amount that can justify a 50-50 split. In other words, if a game costs $7,000 and we expect it to gross $350 on average for the first 13 weeks, you will get back $4,550. That leaves a balance of only $2,450, at which point you can afford a 50-50 split. Keep in mind that the actual value of the game, especially if it is a driver, will be worth much more than $2,450.

Putting simulator-type games in a location is a prime opportunity to get a contract if you don't already have one. Take advantage of this moment to renew, lengthen, or improve an existing agreement.

I recently was offered the opportunity to put amusement games in a new sports facility. The investment would have been $150,000, and I puzzled myself with ways of limiting my risk since this was to be a new facility with no history. I expressed my concerns about very low exposure time for my games during the early stages of negotiating and was offered what initially seemed to be fair and reasonable. The deal was that my company would receive the first $150,000 of income generated from the games and the second $150,000 would go to the location.

I am just an operator and don't claim to be a financial wizard, but I do understand PRT (P=Principle, R=Rate, T=Time). Although time is mentioned last in this formula for calculating simple interest, it is by no means the least important. In the above scenario, I was guaranteed to get my money back, but according to my calculations time would be the factor that would kill the deal. The point I am trying to make is that time should always be a consideration, as well as rate (your share), when trying to analyze the profitability of placing expensive equipment in any location, especially with video games.

It is one thing to convince a location that you need to be able to pay for the equipment, but it would be nice to make a little profit every now and then. Isn't that the reason that we operate games in the first place?

Most times when a proprietor requests games for his location that are more suitable for theme parks and other high traffic areas it comes out of ignorance, or more politely, lack of understanding our business. They are convinced that by putting in a wall full of simulators in any location, profits will be in the stratosphere. They firmly believe the games would generate their own traffic where there was initially none and then expect to receive 50 percent of the earnings. I have tried to use this misconception to my advantage by offering to purchase the equipment and lease it to the location at a fixed amount for a pre-determined period. I argue that if the games were to make as much as the location predicts, then by straight leasing the equipment the location would receive much, much more than 50 percent and still get the service provided by my company.

No success on that one so far, which tells me that location owners don't really believe that theory, but it does get them off my back for a while. I often have to mention that I am not opposed to making money and would never turn down such an opportunity if I believed it would work.

This next method is by far the one I have had the most success with and again uses the location owners projections and expectations of game income to my own advantage. After the usual discussion about games that were seen at Disney World or some other major attraction, and how those very same games would do fantastic in his location, I produce my price sheet that I carry around with me in my briefcase. That usually causes a sigh of exclamation and surprise. No problem, I will put my best foot forward and try to accommodate some of those expensive requests. However, I ask for something very minor in return. A small addendum to our contract will do the trick.

The addendum should read that the operator shall receive a minimum of two percent per week of the total cost of the equipment in question or 50 percent of gross income, whichever is greater. Also, if there is not enough money generated by the said game(s) to meet those criteria, the remaining balance shall be paid from the location's share.

Now two percent seems insignificant and in all the excitement on the part of the proprietor of pondering how much money this equipment is going to generate, getting a signature is not too difficult. If any arguments should arise, quickly point out that this should never become a factor based on the preceding conversation.

If you haven't figured it out yet, with these terms, payback will be in a minimum of 50 weeks. Here is how, using the same $7,000 game as before. Two percent of $7,000 is $140 per week guaranteed. It could be more if 50 percent was higher—$140 X 50=$7,000.

So then, why should anyone be telling the world all these secrets? What if a competitor gets wind of this? My feeling is that if more operators can negotiate a better package, this industry will move away from the current standard of the 50-50 split that has been in existence for what seems like an eternity and is the cause of a lot of hardships in recent years. I will be happy to share every trick in my book and borrow anyone else's ideas if it means establishing a standard that becomes commonplace and provides a better commission for operators as the norm, as opposed to the exception. Life for me will be much easier if all my potential accounts don't expect a 50-50 split. This can become a reality if more operators use all of their business acumen and experience to get something more than 50 percent out of their machines. It not only makes good business sense; it's a matter of survival. ▲

"If more operators can negotiate a better package, this industry will move away from the current standard of the 50-50 split that has been in existence for what seems like an eternity and is the cause of a lot of hardships."

Rich Holley of Southeast Game Brokers in Tampa, Fla., is a regular contributor to Play Meter *and serves as a vice president of the national Amusement & Music Operators Association.*

LEGAL **EAGLE**

THOMAS FRICKE

Miracle in Jefferson City

"The position of the State of Illinois on gambling is ambivalent, inconsistent, contradictory, and self-serving. We have state-regulated racetrack betting. We have bingo. We have the Illinois State Lottery. People gamble in their homes. They gamble on the golf course. They bet on baseball, basketball, football, and prize fights. They shop at certain stores so they can be in the store's weekly lottery drawing. They buy and sell futures contracts through their stockbrokers. They gamble in taverns, private clubs, and fraternal organizations. Gambling is more than endemic in Illinois. It is epidemic. Officially, however, it is illegal in most situations.

"How is this illegality recognized? It is tolerated, accepted, smiled at, and, in rare instances, prosecuted. If all of the illegal gambling in Illinois were totted up for the purpose of computing the percentage of gambling that is prosecuted, prosecutions would equal an infinitesimal fraction of one percent. No one could doubt that. Yet, gambling prosecutions continue in selected cases. A good argument could be made that any gambling prosecution is unconstitutional as involving an unequal application of the laws."

This was how Justice Heiple, an Associate Justice of the Illinois Appellate Court, began an opinion in the appeal to his court of a conviction for criminal gambling in an apparently private, low-stakes poker tournament. Unfortunately, Justice Heiple's was a dissenting opinion. It was delivered in 1983, several years before casino barges lined both banks of the Mississippi River separating Illinois from Missouri and Iowa. But it was prophetic.

The trouble with overbroad gambling prohibitions is that nobody cares to enforce them—most of the time. This abandons the competitive field to those willing to break the law. It is when the lawbreaker becomes large and successful that he becomes most likely to be the victim of selective enforcement while his smaller, perhaps more discrete but equally "illicit" competitors inherit his market share. I say victim because he was doing exactly what law enforcement, through dereliction of its duty, allowed him to do.

When it comes to certain forms of coin-op amusement, Illinois is a very permissive state. Here is an exception to the criminal gambling prohibition which covers video poker and 8-liners, so long as only free games are involved and there are no actual payoffs in cash or merchandise:

> **"Gambling device does not include a coin-in-the-slot-operated mechanical device played for amusement which rewards the player with the right to replay such mechanical device, which device is so constructed...as to make such result of the operation thereof depend in part on the skill of the player and which returns to the player no...right to receive...property."**

In two opinions of the Supreme Court of Illinois and several of the lower Appellate Courts it has been held that the degree of skill required for this exception need be but minor and incidental, that chance may be the predominant factor in determining the outcome, and (so long as some skill is involved) the tell-tale features of which the federal courts are so enamored—knock-off circuits, multiple coin features, and high numbers of free games awardable—are irrelevant to the proof of a charge of gambling or possession of a gambling device. In Illinois, to obtain a gambling device conviction, the state has no alternative to proving an actual payoff.

Even now, despite the political influence of the casino barges, in Illinois the popular tolerance is still with us. For example, according to ongoing coverage by the *St. Louis Post-Dispatch*, beginning last summer, there has been a continuing series of video poker confiscations which is expected to crescendo soon with two major indictments. Yet, the proponents of video poker are there to be seen and heard.

In response to news of the enforcement actions, one Illinois municipal councilman introduced an ordinance to prohibit all forms of video poker outright. It was howled down at a city council meeting by a packed house of angry tavern owners and customers and was never seen or heard of again. As another example, according to an editorial which ran last month in the *Chicago Sun Times*, commenting on a record year of 250 machines seized in Cook County, Illinois, during 1997:

> **"It seems ludicrous to waste our precious police resources on such small-time activity, especially when the State of Illinois offers so many legalized gambling options including riverboat casinos, off-track betting, and lotteries...In such a wager-happy environment, it's borderline silly for Chicago and Cook County vice squads to be cracking down on video poker, but it seems to be a priority. Last month Chicago police busted a dozen restaurants on the north and northwest sides; now they've gone after the south and southwest sides...It's nuts. What are we going to be worrying about next—softball leagues with victory purses, dart tournaments offering cash prizes, bowling leagues with beer frames, and tavern-operated football 'square' pools?"**

You may say it's good that there is lax enforcement of an unpopular law. Maybe you are right, or maybe it's an unhealthy situation. I say the latter, because it always leads to injustice. The competitive field is abandoned to the lawbreaker, who comes to dominate. Eventually, the most successful of them cannot be ignored, or, in fact, are not ignored because they come to be perceived by the riverboat casino as a competitive threat.

Anyway, somebody ends up getting busted. This is where the injustice comes in. The lawbreaker does only what law enforcement has allowed him to do until law enforcement selects him and only him, not his competitors, for the special treatment of a multiple indictment.

This cycle of non-enforcement and selective enforcement repeats itself with regularity. In 1995, a central Illinois operator was sentenced to 12 years' incarceration for offenses arising out of his video poker operation. Another operator in Southern Illinois was sentenced to nine years' incarceration at about the same time, also for offenses arising out of a video poker operation. I think this is proof enough. Unpopular laws are only enforced selectively. To do so is an injustice. If a law is unpopular, it is better to change it than to enforce it selectively.

This is part of the wisdom behind Missouri Senate Bill 798. This bill states that gambling does not include:

> **"Playing an amusement device that confers only an immediate right of replay or a coupon, prize, game, or credit that can be redeemed on the premises for something of value. This something of value shall not be cash, intoxicating liquor, non-intoxicating beer, or tobacco, and shall not thereafter be sold, transferred, or redeemed for any consideration...The term gambling device shall not include an amusement device that confers only an immediate right of replay or coupon, prize, game, or credit that can be redeemed on the premises for something of value. The something of value shall not be cash, intoxicating liquor, non-intoxicating beer, or tobacco products, and shall not thereafter be sold, transferred, or redeemed for any consideration."**

Missouri operators can look across the river at Illinois and readily see the injustice that comes from vague laws and selective enforcement. They mean to put an end to the cycle and peril of selective enforcement in their own state, and to make it clear that widely accepted amusement practices are not hypocritically called unlawful in their state.

This bill and a house version like it were passed out of committees in both houses as a result of lopsided committee votes in favor of passage. The current session of the Missouri Legislature will end about May 15. If you are the constituent of a Missouri state legislator, write to him. ▲

Tom Fricke is a St. Louis-based attorney who specializes in legal issues relating to the amusement game business. He serves as chairman of the IAFEC government relations committee and can be reached at (314)361-6672.

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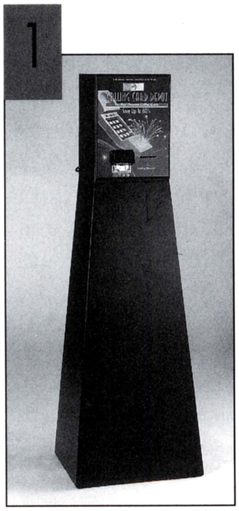

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TAX TIPS

Two ways to take legal deductions

If you like to swing a golf club—particularly to entertain and get a tax deduction, gather 'round. There are sand traps. And there are tax traps. This sad tale involves both. Read carefully. You won't lower your golf score, but you will lower your tax bill. Here's the story:

A company—let's call it Promo Co.—promoted a three-day golf outing at a resort. The agenda was vacation-like: dinner and open bar the first night; golf activities with dinner followed by awards the second day; departure after breakfast on the last day. The festivities were enjoyed by 49 employees of Promo and 108 representatives of customers. The Promo employees documented discussions of a general nature with the customers.

Can Promo deduct the cost of the outing: food, lodging, golf fees, prizes, and transportation? No, ruled the IRS (Letter Ruling 8315006). Shocked? Don't be. The IRS is right. The law clearly does not allow a deduction if the entire entertainment occurred under circumstances where there was little or no possibility of engaging in the active conduct of business.

The activity was business related and of a general economic benefit to Promo. Even the IRS conceded that. But the fact remains, such general activities are considered nondeductible goodwill—a common tax trap.

Could this deduction be saved? Yes. If the agenda had included bona fide and substantial business discussions before or after the fun activities, the golf outing expenses would have been 100 percent deductible. An intensive two- or three-hour business-focused seminar would have turned the tax deduction trick.

Mixing pleasure with a business convention

Do you believe those make-it-tax-deductible ads describing a business convention in Hawaii and boasting about mixing business with pleasure? Will the IRS stand still for such a tax giveaway? Yes! But first a warning: Many of those ads are tax traps. Deducting business conventions mixed with travel pleasure trips is much more difficult, according to the IRS, than the advertisements claim or imply. Yet, if done right, it is easy to be a tax winner.

Here is the general rule: Travel expenses incurred to attend a convention are deductible if your attendance benefits or advances your trade or business. The IRS allows or disallows the deduction based on whether it thinks you took the trip primarily for (1) business or (2) pleasure, and scrutinizes carefully how you claim your time was divided between these two activities.

For example, a convention held in sunny Palm Beach is more likely to attract IRS scrutiny than a convention in overcast Seattle. This is the key: Regardless of the site, if the purpose of the trip is truly primarily for business, it's deductible. On the other hand, that part of the trip or attendance at the convention attributable to pleasure, except for incidental activities, is not.

Conventions in the United States: The business portion of such trips is fully deductible. This includes travel expenses such as airfare, lodging, meals, tips, telephone, telegraph, and taxi costs—all 100 percent deductible, except meals which are only 50 percent deductible. It also includes the business expense of the convention or seminar registration fees. Expenses incurred strictly for pleasure are not deductible.

Conventions outside of the United States: If the temptation to deduct travel within the United States is great, then the temptation to deduct travel expenses for conventions abroad is irresistible. First, it must be shown that it was "as reasonable" to hold the convention outside North America (which includes the United States, Canada, Mexico, and certain Caribbean Basin and Central American countries) as inside. If that is done, the costs are 100 percent deductible if:

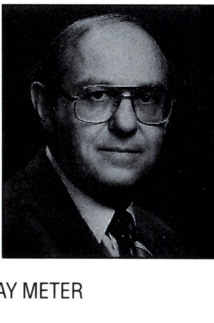
1. The trip is for seven consecutive days or less; and
2. Less than 25 percent of the time is spent on pleasure activities; or.
3. The taxpayer had no control over the travel (i.e., it was at the behest of and on behalf of his employer); or
4. The taxpayer can substantiate that the trip and convention were primarily for business purposes and not for obtaining a personal vacation or holiday.

Otherwise, you must allocate your trip between business and vacation days, deducting only expenses for business days. The entire trip does not have to be primarily for business. For example, if only five out of 15 trip days are spent at a foreign convention for business, those five days' expenses are deductible.

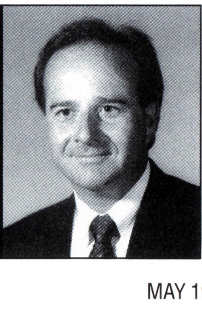
Cruise Ship Convention: You've heard of a floating crap game. How about a floating tax deduction? Deductions for conventions held on cruise ships are deductible if, in addition to the limitations in general listed above, the ship is registered in the United States and all of its ports of call are located in the United States or its possessions. The deduction is limited to $2,000 per individual per year.

Want to learn how to capture every dollar of business expense you are entitled to under the law? Send for the triple-threat set of Special Reports: "Building Your Automobile Deductions," "Building Your Entertainment Deductions," and "Building Your Travel Deductions." ▲

IRVING BLACKMAN



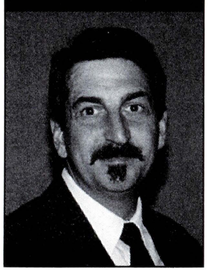
Irving Blackman and Brian Whitlock are CPAs with Blackman, Kallick, Bartelstein LLP in Chicago. Also lawyers, they specialize in business succession and wealth transfer. Both are sought-after speakers. Want to consult? Need a second opinion? Contact them at (312)207-1040; fax (312)207-1066. Their special reports are available at a nominal fee.



BRIAN WHITLOCK

TECHNICAL TOPICS

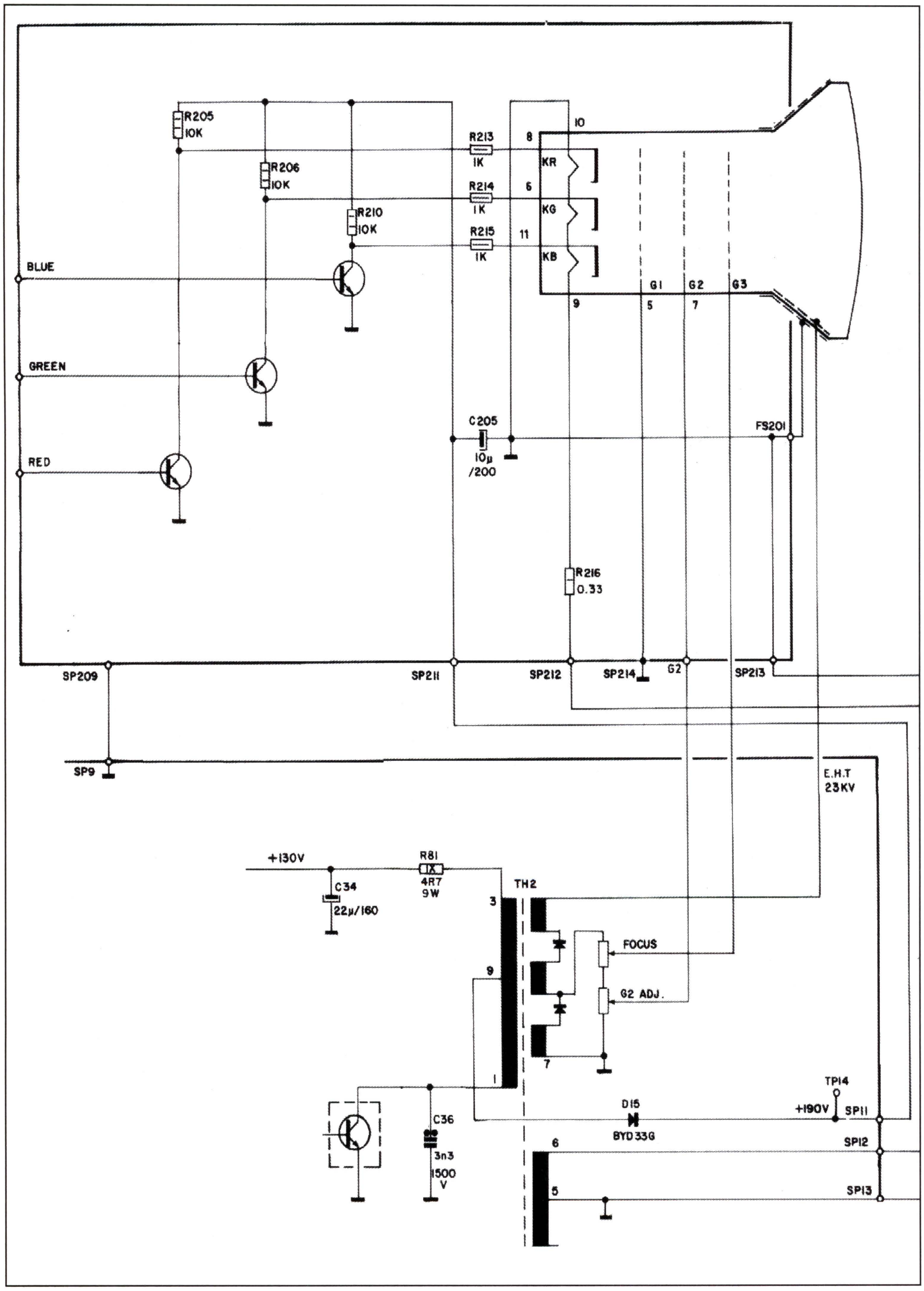
RANDY FROMM



Low Voltage Equals High Brightness:

Understanding the Relationship Between Cathode Voltage and Electron Gun Emission

A Play Meter Monthly Exclusive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SP209
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SP214
G2
SP213
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C34
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The three cathodes are "powered" by the flyback derived, +190 VDC power supply. Notice, however, that the three video output transistors are ground switches and actually LOWER the cathode voltage when energized. Lower voltage makes each of the three electron guns emit more electrons, producing a brighter picture.

When does not enough become too much? There are a couple of interesting monitor failures that will cause all three electron guns in a picture tube to operate wide-open, blasting out billions of high-energy electrons and causing an uncontrollibly bright white screen with clearly visible vertical retrace lines.

When it comes to the cathodes of the electron gun, low voltage translates into big emission. That's right . . . the lower the voltage at the cathode of the electron gun, the brighter the screen will be.

At first glance, this seems like just the opposite of the way you would expect the electron gun to operate. I mean, generally speaking, you squirt some juice into an output device and it does something. The more juice you squirt into the device, the more you get out of it. The higher the voltage on a lamp, the brighter it burns. The higher the current through a coil, the stronger the magnetic field. Greater output power from an audio amplifier translates into louder sound coming from the speakers.

But in the electron gun of a picture tube, the emission of each gun is modulated by changing the voltage at the cathode and here, grounding the cathode will cause the output to go to 100%. Try it sometime. Ground the collector of a video output transistor on the neck board. This is pretty much the same as grounding the cathode and a bit easier to do. You will see the screen come on full red, green or blue depending on which of the three cathodes are grounded.

By the way, this is a quick and easy way to test the electron gun in a CRT. When you are missing a color, your problem could be in either the chassis or the CRT. To quickly determine which one, try grounding

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the collectors of the three video output transistors one at a time. You should see a bright screen with vertical retrace lines. If you don't, the electron gun in the CRT is at fault. This saves a lot of time.

But what can cause all three guns to come on full blast? Well, a couple of things can cause this. A simple test or two will quickly pinpoint which one.

One cause is loss of the voltage to the video output stages on the neck PCB. This voltage is generally derived from a tap on the primary winding of the flyback transformer in the high voltage unit. The output is rectified and filtered to provide a power supply of around +175 to +190 volts DC depending on the make and model of the monitor. In other monitors, the video output stage is powered by the B+. Wells-Gardner's k7000 series is like this.

If this power supply is missing, either through a bad component or broken conductor, the voltage at the cathodes drops to zero and all three electron guns come on full blast. I know it seems weird that a missing power supply would cause too much output but this is the case with the electron guns.

If you suspect this is your problem, measure the voltage at the collectors of all three video output transistors with no input signal. If you find the voltage to be low or non-existent, you MAY have located your problem. I say "may" because there is another possibility here.

The three video output transistors are driven by the video amplifiers. In a modern monitor, an integrated circuit handles the job of amplifying all three color signals and passes the amplified signal to the output stages. Sticking with the k7000 as an example, the video amplifier IC is IC1, a type UPC1397C.

The outputs of IC1 drive the bases of the output transistors directly. They are DC or Direct Coupled amplifiers. What that means is that if the IC fails in such a way that it puts out too much DC voltage, it will turn on all three video output transistors. In fact, the transistors will be "saturated" or turned on as hard as they can be. When you measure the voltage at the collectors, it will be very low because the collectors are now connected more-or-less to ground through just 200 ohms or so of resistance.

There are a couple of ways to determine where your problem lies. One is to use a meter to measure the power supply voltage of the video output stages. In other words, after you've checked the collector voltage and found it to be very low, move your meter lead to the other side of the collector resistor (R207, R208 or R209 in the case of the k7000) and measure the voltage there. It's always easy to locate these resistors on any monitor because they are three identical resistors and typically two watts. One side of all three resistors will be tied together and connected to the video output power supply. That's where you measure the voltage. If the voltage is low there as well, you have a problem with your video output power supply.

On the other hand, if the power supply is good but the voltage is low when measured at all three video output collectors, your outputs are probably being overdriven by a bad IC. An easy check is to touch the collector resistors. If they are really hot, you've narrowed down your problem. You can verify this by disconnecting the drive signals from the neck PCB. In this case, just remove the connector P6. If the screen darkens (and the collector voltage pops back up as well) there is nothing wrong with your neck board. Your problem lies with the main PCB. IC1 is most likely bad.

As usual, if you have any questions or comments, please do not hesitate to contact me. See you at the Arcade School! ▲

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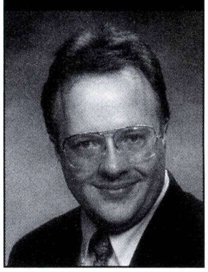


Troubleshooting the DL-1275 TICKET DISPENSER

The DL-1275 ticket dispenser is the industry standard. Earning that distinction comes easy for a proven product that is used in over 90 percent of the redemption games manufactured.

The DL-1275 is a reliable ticket dispenser. When there is a problem, it's easily identified and repaired, usually in less than an hour, with minimal parts and tools.

The DL-1275 dispenser control board has gone through several redesigns, all to improve the functioning of the ticket dispenser, not to fix existing problems.

The control board used in the DL-1275 dispenser has remained basically the same throughout the 20-plus years it has been available. The differences are minor, but all make it easier to troubleshoot and repair. One of the first enhancements was the addition of a ticket advance push-button. This miniature push-button switch powered on the dispenser motor and advanced the tickets while at the same time disabling the ticket dispenser notch output, which kept the tickets-dispensed meter inside the game accurate.

The second enhancement was to change the driver and the dynamic motor-breaking darlington transistors from the somewhat exotic D40K1 parts to the standard pinball darlington transistor TIP122. Radio Shack sells the TIP122 (catalog number 276-2068).

The most recent addition to the DL-1275 is a new ticket-counter output. A 12-volt counter is attached to the new two-pin connector on the DL-1275. The new circuit has a diode for spike suppression. Most new 12-volt counters also come with a suppression diode built in. Make sure you connect the meter correctly to the P1, two-pin connector. The red or "plus" wire from the meter is connected to pin 1. All of the DL-1275 control boards are interchangeable with older versions of the same control board

In my more than 15 years experience with the DL-1275, I have had only two problems. The first problem is that the game does not know how many tickets were dispensed to the player. This problem is related to the notch output circuit of the control board. (Most new redemption games will only vend five or so tickets before shutting the dispenser down and calling for help with an error display of some type.)

The second problem is that the dispenser motor never runs. The first problem can be traced to one of three components. The optical ticket-notch sensor, the 74C14 CMOS buffer/inverter integrated chip, or the notch-output transistor itself. A dirty optic sensor is the first thing to check. Over time, ticket fibers tend to build up in between the optic sensor thus causing the game to think its tickets are jammed or have run out. The easiest fix is to remove the tickets and blow air with your mouth into the optic sensor. If you don't feel comfortable getting that close to the ticket dispenser, compressed air in a can (available from any computer store including Radio Shack) works equally well.

To eliminate the ticket-fiber build-up problem, Deltronic Labs now has a dust cover that fits over the optic sensor and protects it from getting dirty or at least as quickly. This is the fix for 80 percent of the problems encountered. For the other 20 percent, fixes are best accomplished with a logic probe. Radio Shack sells the logic probe (catalog number 22-303) that I am referring to for less that $20.

If you're not familiar with a logic probe, it's a hand-held device with a metal pointed probe out the front end and two wires for power connection coming out the back end. The logic probe is used to see what is happening in a circuit. The probe has three LED lights on the front side. The first one is red and labeled "high," the second is green and labeled "low," and the third is yellow and labeled "pulse." There are also two minislide switches below the three lamps. One switch is for pulse and normal operation; the other is for testing CMOS or TTL integrated chips.

For more information on the uses and operation of a logic probe, consult the instruction manual that comes with the logic probe. For testing the DL-1275 dispenser control board, move the logic probe switches to "normal" and CMOS. The logic probe requires voltage from three volts DC to 15 volts DC to work properly. The DL-1275 operates on 12 volts DC, perfect for logic probe power.

On the DL-1275 control board are several capacitors. There are two 47 microfared capacitors on the board. Either one will work for logic probe power. For the location of the capacitor I use, it's between the ticket dispenser motor connector and CMOS 74C14 Integrated chip. (See drawing point A.)

The logic probe has two alligator clips connecting the probe to power. One clip is red, the other is black. Red is for connection to the plus side of power and the black to ground. If you mix up the logic probe power wires (connect red to ground and black to +12 volts), it's not a problem because the logic probe from Radio Shack is reverse-polarity protected. So it won't blow up. Just connect the wires correctly the first time. The red wire clip from the probe is connected to the side of the plus capacitor. It's closest to the edge of the control board. The black clip is connected to the other end or negative side of that same capacitor.

The location of that capacitor is C1 on the Deltronic Labs control board drawing in the ticket dispenser manual.

I use that capacitor connection since it is safe from any possible shorts from other nearby components. Now that the logic probe is connected, touch the probe end with your finger, both the red and green lights should light up. If they don't, confirm that the game is turned on. This just checks to see if you have an electrifying personality and that the logic probe is operational! No high voltage is flowing through the probe so there is no danger in touching it. The only danger might come from putting the logic probe in your front pocket–point down–stabbing yourself in the leg when you sit down.

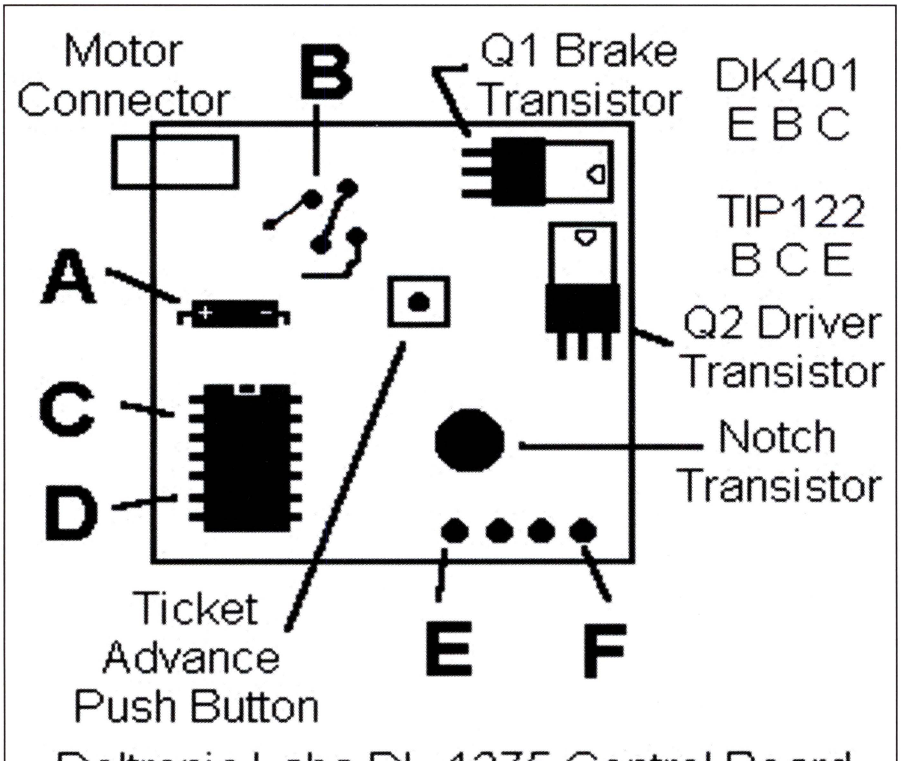
With the logic probe connected and the game turned on, touch the probe to one of the points on the optic sensor on the control board. (See drawing point B.) As you pass tickets through the sensor the logic probe lights with alternate flashing red and green. If this occurs, the optic sensor is functional. Do not use the ticket-advance push-button to move the tickets through the opto sensor.

The next place to check is the 74C14 CMOS chip. Because of the different versions of DL-1275 control board, you will have to make two checks on this chip to verify its operation. Touch the logic probe to pin 2 and slide the tickets past the optic sensor. (See drawing point C .) Again, do not use the ticket advance push-button to move the tickets through the opto sensor. The red and green lights on the logic probe should alternate as you move tickets past the optic sensor. Next, check pin 6 on the chip. (See drawing point D.) Slide the tickets and observe the lights on the logic probe. They also should alternate. If the lights do not alternate, the CMOS 74C14 chip is defective.

Radio Shack sells the replacement. It's catalog number 276-2808. The Radio Shack version is a 74HCT14. This chip will work in the control board. The only difference is that this chip is able to operate at a high speed. One thing to keep in mind when changing this chip is that it's static sensitive and can be damaged by mishandling.

If the optic sensor checks out and the CMOS chip is functional, then there is one component left on the control board. It's the notch transistor itself. The easiest place to check this is at the blue notch wire attached to the control board. (See drawing point E.) Touch the logic probe and watch the lights alternate as you slide the tickets with your fingers between the optic sensor.

If the lights on the probe stay one color, in most cases it will be green, the transistor is bad. Radio Shack sells the replacement. The genetic part number of the notch transistor is 2N2222. (Radio Shack part number 276-2009.)



Deltronic Labs DL-1275 Control Board

Ticket dispenser motor problems

The motor drive and breaking circuits on the DL-1275 control board are simple and very straightforward. If the motor does not move when the white MTR ENB (Motor Enable) wire on the pin 4 connector goes high from the game's logic board (you can check this with your logic probe; it's point F on the drawing). Then only three things can be wrong. One or the other TIP122 darlington transistor is bad (it's very unlikely that both will go bad at the same time) or the motor itself.

My experience is that the motor is the last thing to check since its failure rate is close to zero. To check the drive transistor (it's Q2 in the Deltronic Labs manual) touch the logic probe to the collector leg of the transistor. It will read a high signal when the ticket dispenser is sitting idle. Push the ticket advance button. The same point now should go low. If you do not see this result then the driver transistor is bad. If the driver transistor is good and the motor still does not move, then the brake transistor is bad.

One nagging problem I have encountered several times is the breaking off or bad crimping of the wires on the connector from the game to the ticket dispenser. A bad wire crimp, especially on the notch (blue) and the motor enable (white) wires will cause a lot of grief. A good visual check of any broken wires and the ticket dispenser itself will save a lot of time.

If you have any questions or comments about this article, I can be reached at (760)322-4000 or e-mail (Vic@Vicco.com). ▲

INTERNATIONAL
SCENE

AAE '98 RETURNS TO SINGAPORE

The Asian Amusement Expo '98, held in conjunction with the 7th Asia Pacific Theme Parks and Attractions Conference, will return to the Singapore International Convention and Exhibition Centre for its next show in August.

With the joint forces of AIC Exhibitions, the American Amusement Machine Association (AAMA), and the International Association of Amusement Parks and Attractions (IAAPA), AAE '98 offers a pre-show workshop, a high level developer's conference, and IAAPA safety and training seminars Aug. 25-27. In addition, the show is among the largest amusement exhibitions in the Asian region. Exhibits will be open Aug. 26-28.

Asian AMUSEMENT EXPO' 98

Products and services on display will include coin-op games, redemption tickets and prizes, computer hardware and software, admission systems, miniature golf, kiddie rides, insurance, landscaping equipment, water-related attractions, food and beverage supplies, and consultants and designers. Exhibit space will span 130,000 square feet; 350 exhibitors are expected.

The event has been awarded the status of Approved Trade Forum (ATF) by the Singapore Trade Development Board. With the Singapore government's support, the event will be marketed both regionally and internationally.

The Asian market continues to be a growth area for amusements since it represents a population of 3.5 billion, with one of the largest middle classes. Tourism is a growing industry, and the Pacific Rim is experiencing a large number of amusement park projects either under construction or in the planning stages.

Show organizers report that the show is close to 70 percent sold out. Last year, AAE had close to 3,800 visitors, 60 percent of which were CEOs, owners, general managers, operations directors, and design chiefs; the balance were middle level management.

For more details on AAE, contact Tony Chan, (65)322-2754; fax (65)226-3264; e-mail (tonyc@aic-asia.com); or check the show Web site (http://www.aic-asia.com).

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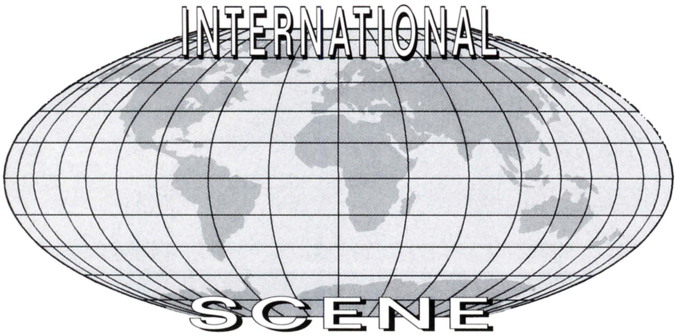
Rank Leisure Machine Services "Employee of the Year" Mark Lofting (c) presents a company check to Macmillan Cancer Relief at ATEI '98. From left: David Vaughan (Rank), Joanna Sidley (Macmillan), Lofting, Gillian Pigott (Macmillan), and Erle Plomgren (Rank).

United Kingdom amusement and gaming machine operator/distributor Rank Leisure Machine Services has raised $234,150 to battle cancer. Through staff and company initiatives hosted in 1997, Rank will be able to fund the crucial work of a nurse specialist caring for cancer sufferers for three years.

The company's managing director, Erle Plomgren, said, "What our people have accomplished during 1997 is



among the most important achievements I have witnessed in the industry for decades." Fund-raising events included parachute jumps, race nights, fun days, garden parties, discos, market stalls, and golf tournaments. Employees have set their sights on raising more funds in 1998.

TRITON SEES GLOBAL ATM NICHE

Triton Systems Inc., manufacturers of off-site cash-dispensing automated teller machines, expects the off-premise ATM deployment boom that occurred in the United States to be replicated over the next two to three years in the international marketplace, according to Triton president Dr. Ernest Burdette. Triton has launched a major initiative aimed at bringing off-site ATMs to the international financial marketplace and convenient consumer locations around the globe.

To that end, Triton recently signed contracts with distributors throughout Latin America, including Argentina, Colombia, Costa Rica, Mexico, Australia, Canada, Ireland, and the United Kingdom. The company is actively recruiting distributors worldwide, especially in Latin America and Eastern and Western Europe.

Currently, most ATMs outside of the United States are on-site at financial institutions, but Triton sees that changing rapidly. Burdette said, "Our international expansion is occurring much like our growth in the United States, only much faster than even we anticipated." For more information, visit the Triton Systems Web site (http://www.tritonsystemsinc.com) or contact Mary Edith Dressel (mdressel@trtn.com), (800)367-7191.

CONFERENCE SLATED FOR MADRID

The III National Congress of Cofar will take place May 21-22 at The Congress Palace in Madrid, Spain, to deal with various subjects that impact the world of amusements. The event is organized by the Confederation of Associations and Federations of the Leisure Industry.

Agenda topics will include theme parks, computer programs, publicity, marketing, image building, customer relations, tourism, gaming taxes, and the present and future of gaming in Great Britain. For more information on the event, contact Jose R. Chelala Lopez, (34)1-319-7740; fax (34)1-310-0121. ▲

INTERNATIONAL CALENDAR

June 16-21
Expo-Diversiones '98, Guadalajara, Jalisco, Mexico. Call (3)614-3015; fax (3)615-1483.

July 23-25
Salex-Parkex '98, Sao Paulo, Brazil. Call +5511-261-3271; fax +5511-212-6126.

July 27-30
China Amusement Expo, Beijing, PRC. Call (852) 2865-2633; fax (852) 2866-1770.

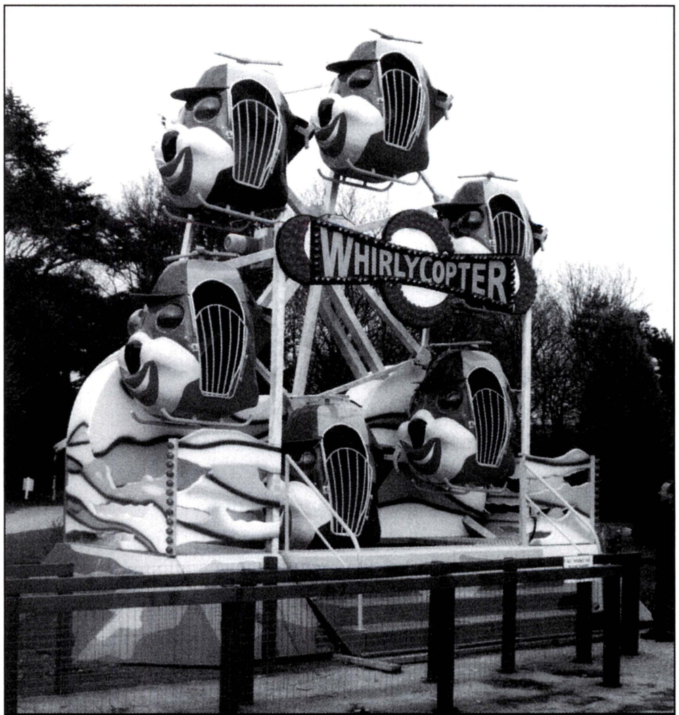
August 5-6
EXIME, World Trade Center, Mexico City, Mexico. Call W.T. Glasgow Inc., (708)333-9292; fax (708)333-4086.

August 14-17
TAMA-GTI Expo '98, Taipei World Trade Center, Taipei, Taiwan. Call Lauren Swartz, +886-2-2760-7407; fax +886-2-2762-3873.

August 26-28
Asian Amusement Expo, Singapore International Convention and Exhibition Centre, Singapore. Call (703)836-4800, ext. 766; fax (703)836-4801.

September 17-20
36th JAMMA Show, Tokyo Big Sight, Tokyo, Japan. Call 81-3-3438-2363; fax 81-3-5472-7115.

Cartoon-style copter ride



Modern Products Ltd. of the United Kingdom recently installed its new Whirly Copter ride at Paultons Park U.K. Throughput is enhanced, thanks to the dual loading facility for the three-seater cars that hold both children and adults.

SPORTING
EDGE

FOOSERS GET SERIOUS at VIFA championships

Eighty-seven Valley *Tornado Foosball* Tables filled the grand ballroom at the Riviera Hotel & Casino for the Valley International Foosball Association-sponsored championships Feb. 18-21 where players competed for a total purse of $30,090.

Among the special events were the opening ceremonies and kick-off party, league round table discussions for VIFA charter holders, and the awards banquet with entertainment.

VIFA charter holders represented at the championships included Amusement Devices of Wisconsin, Regent Vending of Canada, System Amusement and Table Soccer Northwest of Washington, Tornado of Houston/Texas, Indy Amusements of Indiana, TD Rowe of Colorado, and Star Service and Table Soccer Limited of California.

Special thanks are extended to Jim Stevens and the crew of Inside Foos for setting up the viewing area and videotaping matches, Laramie Screen Printing for a display of foosball apparel from T-shirts to embroidered jackets, and massage therapists who manned the On-Site Stress Relief booth.

In addition, VIFA executive director Gregg Elliott and the tournament committee members did a fine job of coordinating and orchestrating a first class event. Committee members included Link Pendley, tournament director for Valley; Dave Courington, vice president of sales and promotions for Valley; Brian Elliott of VIFA headquarters; Mike Simons, charter holder from Texas; Steve Murray of Valley; and Ben Kennon, statistician.

Valley gave away two Tornado home foosball tables to two attendees: Dale Lundin and Kathy Brainard, both of Washington. The VIFA Team Uniform Awards went to Star Service #1 of California (Keith Falvey, Dan Sloan, Phil Strom, and Scott Sugent) and F-5 of Wisconsin (Stephanie Amerson, Cory Allen, Jeff Marshek, and Tim Shew).

Division winners and their sponsors were:

Full Team: 1st—Star Service #2 (Star Service, Calif., Ken Oda, Trevor Park, Dan Lee, and Joey Smith); 2nd—Star Service #1 (Star Service, Calif., Scott Sugent, Phil Strom, Keith Falvey, and Dan Sloan); 3rd—Table Soccer Ltd. #2 (Table Soccer Ltd., Calif.).

Mixed Team—1st—Seattle Grunge Foosers (Table Soccer Northwest, Wash., Rocky Willson, Chad Kinner, and Stephanie Ohashi); 2nd—SS-Mixed Trips #1 (Star Service, Calif., Christina Fuchs, Trevor Park, and Ken Oda); 3rd—The Sweet Hereafter (System Amusement, Wash.).

Regular Doubles: 1st—Ken Oda and Calvin Chan (Star Service, Calif.); 2nd—Trevor Park and Dan Lee (Star Service, Calif.); 3rd—Table Soccer Ltd. #4 (Table Soccer Ltd., Calif.).

Men's Singles: 1st—Trevor Park; 2nd—Phil Peros; 3rd—Ken Oda (all Star Service, Calif.)

Women's Singles: 1st—Stephanie Ohashi (Table Soccer Northwest, Wash.); 2nd—Debbie Janac (Tornado of Houston, Texas); 3rd—Kathy Brainard (System Amusement, Wash.).

Draw Your Partner minitournaments also took place, with Richard Wight, Duane Harbeson, Greg Hoover, and Darren Bone coming out winners. The Speed Shot competition was won by Rich Fosner, who dominated a field of 300 players testing their skills. ▲

2nd Annual VIFA International Cl
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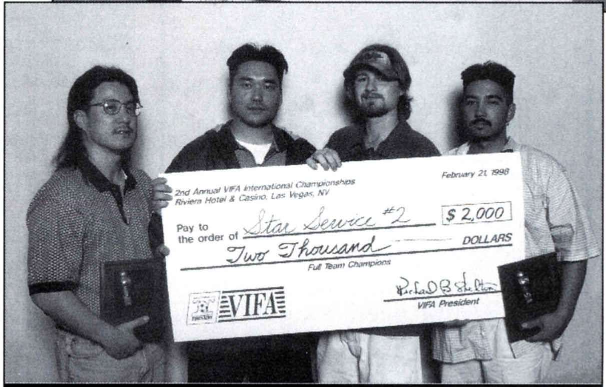
2nd Annual VIFA International Championships
Riviera Hotel & Casino, Las Vegas, NV
February 21, 1998
Pay to the order of Star Service #2
$ 2,000
Two Thousand DOLLARS
Full Team Champions
VIFA
VIFA President

TOP: The grand ballroom of the Riviera Hotel & Casino was filled with enthusiastic foosers.

CENTER: Mixed Team champions, (l-r): Chad Kinner, Stephanie Ohashi, and Rocky Willson (Seattle Grunge Foosers).

BOTTOM: Full Team winners, (l-r): Ken Oda, Dan Lee, Joey Smith, and Trevor Park (Star Service #2).

ADA hosts Midwest regional championship

Enthusiastic darters gathered at the Airport Holiday Inn in Kansas City, Mo., Feb. 27-March 1, for the American Darters Association Midwest championship. This first of nine events in the ADA series was sponsored by Bud Light beer.

Competition took place on Valley *Cougar 8* machines for Men's and Women's Doubles in both the ADA's neutralizer and open events. Over $6,000 in cash plus trophies were awarded.

It was also the occasion to introduce the new computerized software system, TournamentBoy, by Harlekin Inc. of Germany. ADA members were issued smart cards (hard plastic cards with an embedded computer chip) that were used for event registration, opponent draw, and machine assignment. After a match, the winner inserted the card and TournamentBoy advanced the player to the next round and assigned him the next available machine.

ADA president Glenn Remick said, "This system is great! Our ADA members actually ran the championship. No calling of matches, no slips or bracket charts. The event ran as fast as the members could enter their cards. It's a marvelous system and we will use it in future championships."

Another new feature was naming a most valuable player for each regional. With wins, 180's, nine marks, and hat tricks input after each round, the software selects the MVP at the end of the event. Rob Meier was chosen men's MVP and Lori Collins was women's MVP. Both are from the greater Kansas City area.

For more information on the ADA series, contact Glenn Remick, (888)327-8752; fax (314)625-2975; or visit the ADA Web site (http://www.adadarters.com). ▲

From left: Women's Doubles winners Lisa Weatherman (l) and Lisa Frauenhoffer (r) with league operator Cindy Larkins (c).

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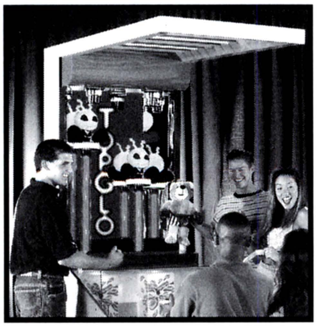

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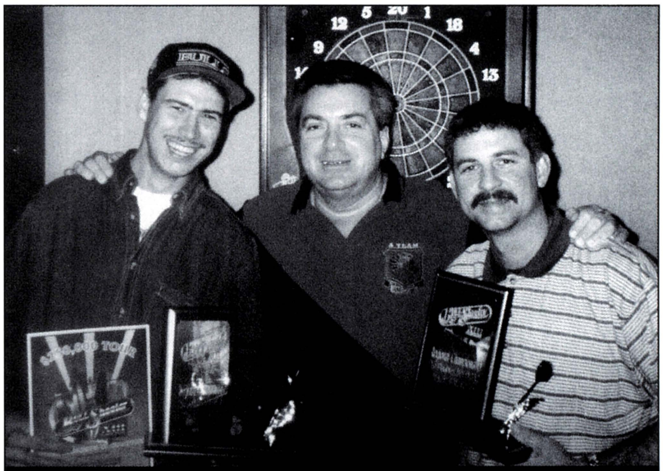
Arachnid BullShooter XIII travels to Iowa and Ohio

In Iowa, Women's Singles first place winner Donna Gagen (r) with Nancy Hodges of NTS/Dart Tech.



In Iowa, Pro Doubles second place winners Tony Schermerhorn and Danny Zentz with Sam Zammuto (c) of Arachnid.

In Ohio, Women's Doubles first place winners Roxanna Spears (l) and Mia Gutierrez (r) with Sam Belgin of the Arachnid A-Team.

In Ohio, Pro Doubles first place winners Wade Wilcox and Mitch Payton with Brad Boe (r), Arachnid tournament director.

Council Bluffs, Iowa, and Columbus, Ohio, were scenes of intense dart competition in early February when the Arachnid A-Team rolled into town to register record numbers of entrants for BullShooter regionals played on *Galaxy* machines.

Players who took first, second, and third place rankings received a qualifying certificate for the $100,000 BullShooter Finals over Memorial Day weekend, plus cash winnings. For more information on the tour and finals, call (800)435-8319 or (815)654-0212.

IOWA

Top players came from Missouri, Nebraska, Kansas, Colorado, and Iowa for this 10-event regional at the Ameristar Casino and Hotel in Council Bluffs, Iowa, co-sponsored by Central Distributing and Dart Tech, both of Omaha, Neb.

Winners were:

Pro Singles: 1st—Danny Zentz, Milford, Kan., 2nd—Shane Palmer, Abilene, Kan.; 3rd—Kurt Walker, Des Moines, Iowa.

Men's Singles: 1st—Jerry Nagel, Cedar Rapids, Iowa; 2nd—Martin Hammers, Omaha, Neb.; 3rd—Dan Moore, Denver, Colo.

Women's Singles: 1st—Donna Gagen, Des Moines, Iowa; 2nd—Gwynn Nippert, Harlan, Iowa; 3rd—Traycie Sherwood, Liberty, Mo.

Men's Doubles: 1st—Alan Knudtson and Jeffrey Perry, Omaha, Neb.;

2nd—Jerry Nagel and Donald Bergthold, Cedar Rapids, Iowa; 3rd—Mitchell Weiss, Mason City, Iowa, and P.J. Morris, Coralsville, Iowa.

Women's Doubles: 1st—Donna Gagen, Des Moines, Iowa, and Katie Kaiser, Booneville, Iowa; 2nd—Gwynn Nippert, Harlan, Iowa, and Jeanne Cannon, Omaha, Neb.; 3rd—Shae Schroeder, Ankeny, Iowa, and Lashanna Hogan, Sioux City, Iowa.

Pro Doubles: 1st—Frank Arsenault, Chapman, Kan., and Douglas DiMichel, Olathe, Kan.; 2nd—Danny Zentz, Milford, Kan., and Tony Schermerhorn, St. Joseph, Mo.; 3rd—Dan Sheen, Salem, Wis., and Jeff Nyberg, Kenosha, Wis.

Pro Cricket: 1st—Shane Palmer, Abilene, Kan.; 2nd—Jason Naert, Urbandale, Iowa; 3rd—Tony Schermerhorn, St. Joseph, Mo.

Cricket Doubles: 1st—Myron Bishop and Bill Kappers, Kenosha, Wis.; 2nd—Carl Laughlin and Doug Harting, Junction City, Kan.; 3rd—Michael Brewer, Fremont, Neb., and John Walker, Des Moines, Iowa.

Mixed Doubles Cricket: 1st—Sharon Burke, Bellevue, Neb., and Shane Palmer, Abilene, Kan.; 2nd—Lisa Reed, Omaha, Nev., Tony Schermerhorn, St. Joseph, Mo., 3rd—Steve Shepherd and Donna Gagen, Des Moines, Iowa.

Mixed Triples: 1st—Donna Gagen, Kurt Walker, and Steve Shepherd, Des Moines, Iowa; 2nd—Lisa Reed, Omaha, Neb., Danny Zentz, Milford, Kan., and Tony Schermerhorn, St. Joseph, Mo.; 3rd—Anthony Rivera, Camanche, Iowa, Todd Lewis, Clinton, Iowa, and Julie Wilson, Davenport, Iowa.

OHIO

Players came from Indiana, Ohio, and Kentucky for this competition at the Ramada University Hotel and Conference Center. It was co-sponsored by Cleveland Coin of Cleveland, Ohio.

Winners were:

Pro Singles: 1st—Bruce Cottrell, Crafton, Pa.; 2nd—Mitch Payton, Lexington, Ky.; 3rd—Doug Griffith, Greenfield, Ind.

Men's Singles: 1st—Paul Carlsen, Canada; 2nd—Jim Hough, South Bend, Ind.; Darin Trimble, Dayton, Ohio.

Women's Singles: 1st—Roxanna Spears, Greenwood, Ind.; 2nd—Joyce Lieske, Cincinnati, Ohio; 3rd—Deb Norton, Indianapolis, Ind.

Men's Doubles: 1st—Tracy Sheppard and Ed Heuker, New Bremen, Ohio; 2nd—Garry Lucas, Jeffersonville, Ind., and Jeff Poindexter, New Albany, Ind.; 3rd—Don Bates, West Salem, Ohio, and Gary Voss, Medina, Ohio.

Women's Doubles: 1st—Roxanna Spears, Greenwood, Ind., and Mia Gutierrez, Indianapolis, Ind.; 2nd—Diane Wasserman, Cincinnati, Ohio, and Joyce Lieske, Cincinnati, Ohio; 3rd—Rene Hammond, New Bremen, Ohio, and Terri Bade, Toldeo, Ohio.

Pro Doubles: 1st—Wade Wilcox, Wadsworth, Ohio, and Mitch Payton, Lexington, Ky.; 2nd—Mark Raymer and Rick Lowe, Indianapolis Ind., 3rd—Terry Thompson and Marc Brown, Dayton, Ohio.

Pro Cricket: 1st—Brad Wethington, Dayton, Ohio; Mitch Payton, Lexington, Ky.; 3rd—Rico Suave, Weirton, W.Va.

Cricket Doubles: 1st—Ralph Simmerman, Indianapolis, Ind., and Darryl Lawson, Anderson, Ind.; 2nd—Ron Cagle, Centerville, Ohio, and Chris Kilroy, Dayton, Ohio; 3rd—Chris Zeigler and Dave Scholler, Mansfield, Ohio.

Mixed Cricket Doubles: 1st—Terri Bade, Toldeo, Ohio, and Tracy Sheppard, New Bremen, Ohio; 2nd—Rene Hammond and Ed Heuker, New Bremen, Ohio; 3rd—Terri Ruff, Plainfield, Ind., and Tom Brooks, Greenwood, Ind.

Mixed Triples: 1st—Wade Wilcox, Wadsworth, Ohio, Mitch Payton, Lexington, Ky., and Shawni Greenleaf, Peninsula, Ohio; 2nd—Gary Lucas, Jeffersonville, Ind., Vicki Richards, New Salsbury, Ind., and Jeff Poindexter, New Albany, Ind., 3rd—John Andrews, Marion, Ind., Roxanna Spears, Greenwood, Ind., and Doug Griffith, Greenfield, Ind. ▲

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World Series of Darts:
LAST STOP IN TENNESSEE

Merit Industries' World Series of Darts tournament series made its last stop in the Knoxville, Tenn., area Feb. 13-15 for the $10,000 Volunteer Open. Players from Midwest and Southern states competed on *Scorpion Darts* machines and qualified to play at the $60,000 Ultimate Game Challenge in Orlando in August.

The Volunteer Open is developing into a major tournament that attracts some of the country's better players, including Ladies MVP Kathy Maloney, No-Pro MVP Chris Compton, and Pro MVP Terry Bane. Each received a Scorpion MVP jacket.

Merit extends thanks to Laramie Screen Printing for showing its products, to Ron and Ora Johnson of Precision Darts for co-sponsoring the event, and to the players who attended in great numbers.

For more information, call (800)300-5281 or check the Merit Web page (http://www.scorpiondarts.com).

Major category winners were:

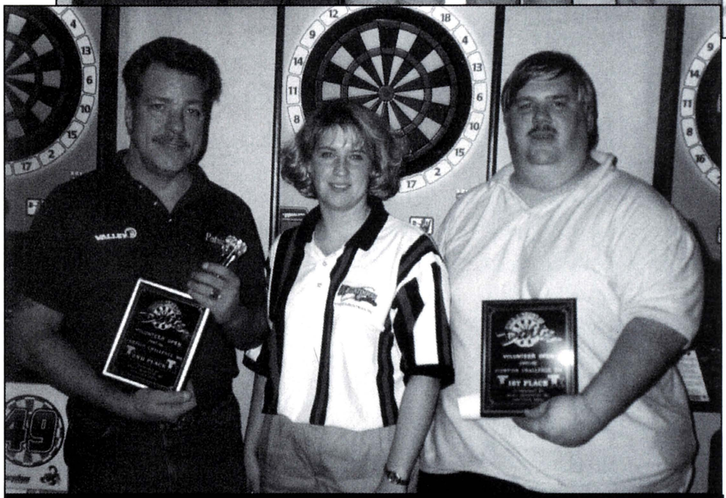
Pro Singles: 1st—Terry Bane, Memphis, Tenn.; 2nd—Mark Absher, Jacksonville, Fla.; 3rd—Tom Ellis, Dalton, Ga.

No-Pro Singles: 1st—Scott Berge, Hamilton, Ohio; 2nd—Kevin Fuqua, Chattanooga, Tenn.; 3rd—Lee O'Connell, Louisville, Ky.

Women's Singles: 1st—Vera Emons, Auburn, Ala; 2nd—Kathy Maloney, Tampa, Fla; 3rd—Cherie Munyon, Jacksonville, Fla.

Women's Doubles 501/Cricket: 1st—Kathy Maloney and Hope McEachern, Tampa, Fla.; 2nd—Patty Ray and Pat Reed, Knoxville, Tenn; 3rd—Brenda Starnes and Sissy Hatcher, Knoxville, Tenn.

Women's Doubles 501: 1st—Kathy Maloney and Hope McEachern, Tampa, Fla.; 2nd—Donna Matthews and Tammy Cronan, Knoxville, Tenn.; 3rd—Rene Hammond, New Bremen, Ohio, and Dean Lairson, Hamilton, Ohio.



TOP: Second place in Mixed Triples, (l-r): Ron Johnson, Richy Brunner, Tammy Cronan, and Terry Bane, with Bob Wiles of Merit.

BOTTOM: Scorpion Challenge winners Patrick Lee (l), second place; Carrie Walsh of Merit; and Ellery Emswiler (r), first place.

Pro Doubles: 1st—Richy Brunner, South Haven, Miss., and Terry Bane, Memphis, Tenn.; 2nd—Thom Johnson, Largo, Fla., and Chris VanZant, Tampa, Fla; 3rd—Cleatus Lay and Steve Troutt, Knoxville, Tenn.

Non-Pro Doubles: 1st—Trint Sumner, Columbus, Ga., and Chris Compton, Lexington, Ga.; 2nd—Jack Womack and Clint Dodds, Jacksonville, Fla; 3rd—Lee O'Connell and Mike Brumleve, Louisville, Ky.

Mixed Triples: 1st—Kathy Maloney, Tampa, Fla., Thom Johnson, Largo, Fla., and Chris VanZant, Tampa, Fla.; 2nd—Tammy Cronan, Knoxville, Tenn., Terry Bane, Memphis, Tenn., and Richy Brunner, South Haven, Miss.; 3rd—Dean Lairson, Manuel Lairson, and Scott Berge, Hamilton, Ohio.

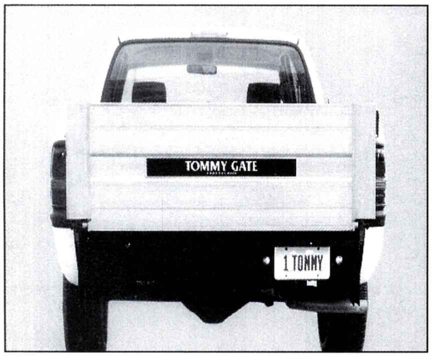
Scorpion Challenge: 1st—Ellery Emswiler, Troy, Ohio; 2nd—Patrick Lee, Colorado Springs, Colo.; 3rd—Ed Heuker, New Bremen, Ohio.

Second Chance Blind Draw: 1st—Marc Brown, Dayton, Ohio, and Dino Bilbro, Margaret, Ala.; 2nd—Bryan Langley, Knoxville, Tenn., and Richy Brunner, South Haven, Miss.; 3rd—Ralph Simmerman, Indianapolis, Ind., and Steve Troutt, Knoxville, Tenn.

Open Four-Person: 1st—The Dude, Gary, Ind., Dino Bilbro, Margaret, Ala., Larry Huggins and Doug Guerette, Panama City, Fla.; 2nd—Manuel Lairson and Scott Berge, Hamilton, Ohio, and Marc Brown and Terry Thompson, Dayton, Ohio; 3rd—Brad Requet, Earl Taylor, Scott Burch, and Bubba McDaniel, Jacksonville, Fla. ▲

EXTRUDED ALUMINUM PLATFORM

Tommy Gate Company, a division of Woodbine Manufacturing and producer of the Tommy Lift hydraulic lift gate, introduces a new option for Tommy Gate's traditional cable series: the extruded aluminum platform.

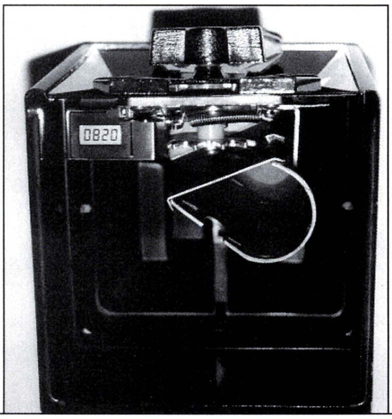


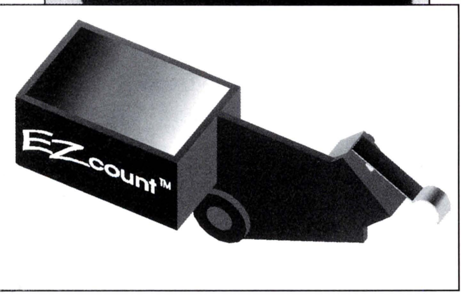
The platform is heat-treated and consists of Grade A extruded aluminum components that interlock for added strength. In addition, the rust-free, streamlined design is lightweight, allowing for easy platform closure. This premier option is available on more than 70 models of the traditional cable series.

For more information, contact Tommy Gate, (712)647-2050 or (800)543-8428; fax (712)647-2417; Web site (http://www.tommygate.com).

EZ COUNT TM

Nova Resolution Industries presents EZ Count TM, a new counter aimed at the bulk vending industry. The company is currently producing models for most of the major manufacturers such as Oak, Northwestern, A & A, Beaver, and Ashland.





New advanced features were added to the previous model including a five-digit LCD display, a five-year battery life, and an advanced read-type microswitch that does not require any maintenance.

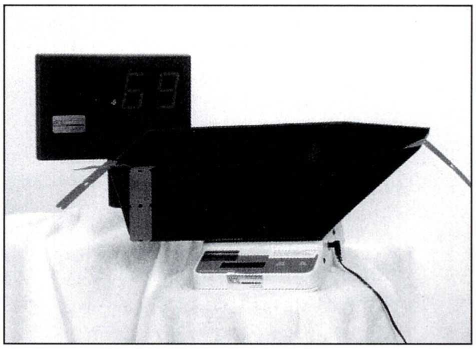
The non-AC powered unit is a digital coin counter that allows operators to know exactly how much money was deposited into their vending equipment without interfering with any mechanical inner workings. According to the company, the unit will work with 98 percent of machines on the market by the end of this year.

For more information, contact Nova Resolution, (718)792-6099; fax (718)863-1778; e-mail (Ezcount@aol.com); Web site (http://www.ezcount.com).

ELECTRONIC SCALE DISPLAY

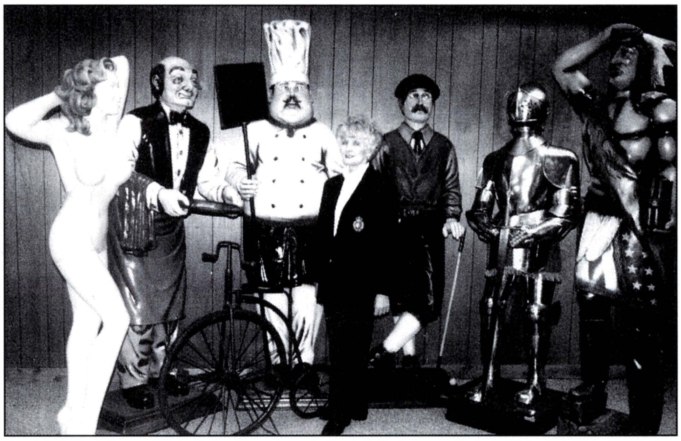
ARMS International announces the immediate availability of its latest redemption management time-saving tool, an all-new, large electronic scale display. The point-of-sale-style display is available as an option with the purchase of any new scale or as a retrofit kit to adapt to an existing scale.

The display features easy-to-read 2-1/2" high electronic numerals making it easily visible from any point at the redemption counter.



The unit may be mounted on a post, hung on the wall, or positioned on the counter. Actual display dimensions are: 8-1/2" long x 4-1/4" high x 2" wide.

For more information, contact ARMS International, (732)262-9776 or (800)771-2767; fax (732)262-9404.



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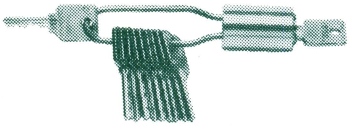

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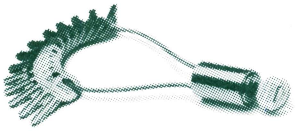

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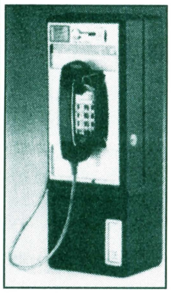

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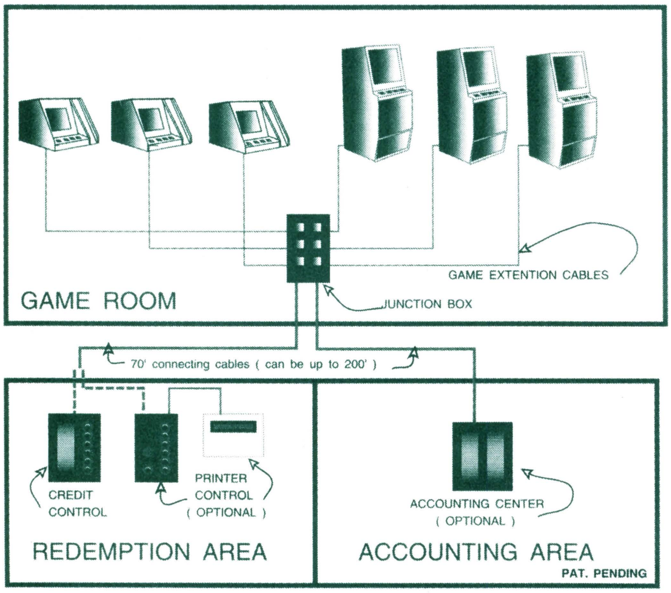
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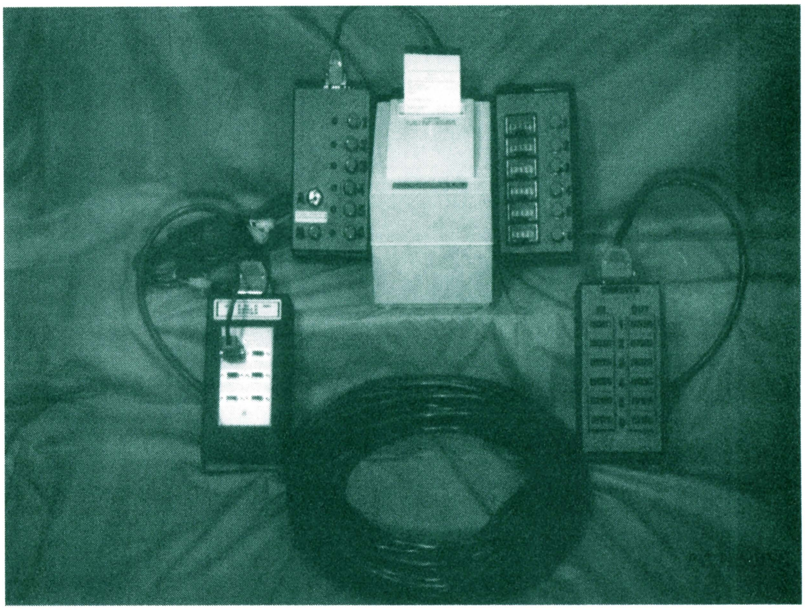

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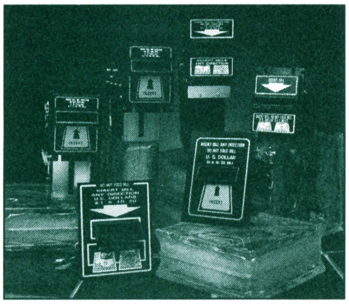

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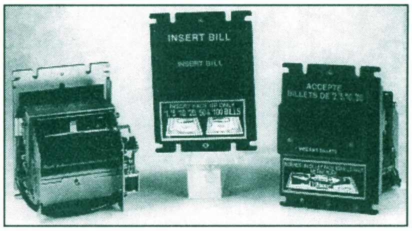
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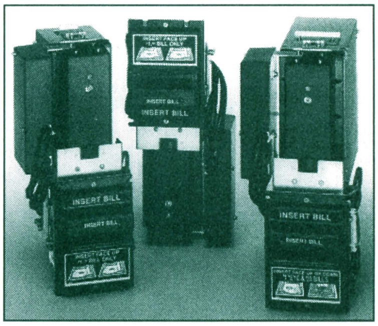
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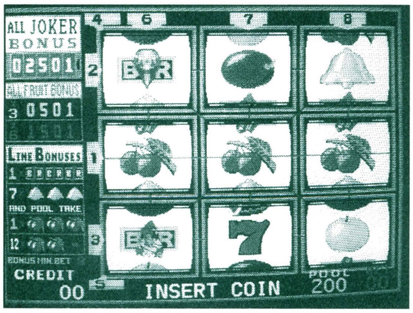
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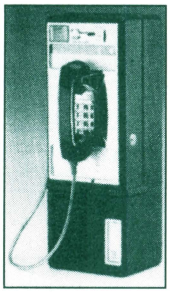

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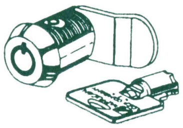

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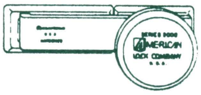

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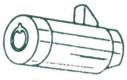

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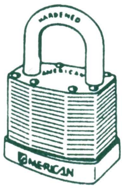

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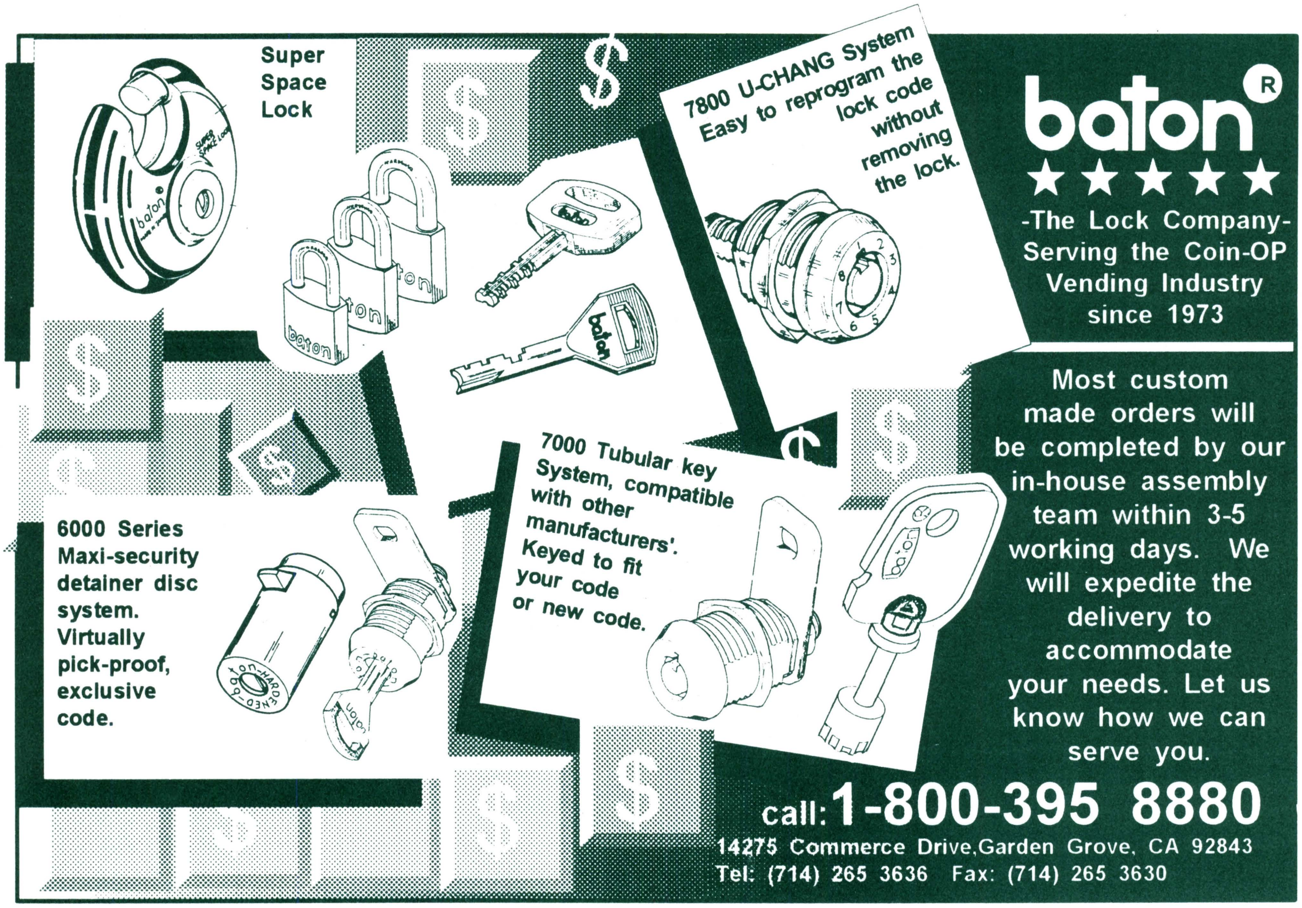

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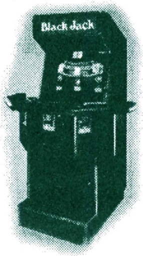

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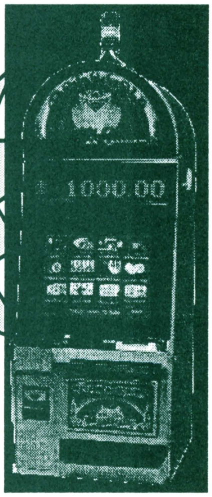

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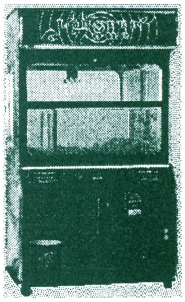

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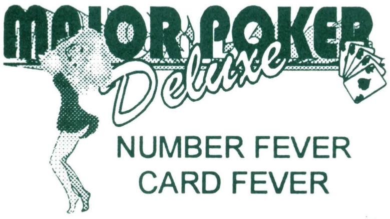

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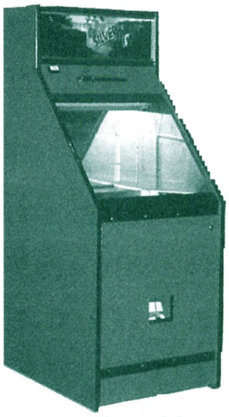

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June 13th, Des Moines, IA auction has been CANCELLED due to Scheduling Difficulties

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- All auctions begin at 10 am local time.
- To consign games for sale: bring to the Auction site on the Friday before the auction between 9 am and 9 pm.
- Inspection: day of sale 9-10 am.
- Removal of all equipment by midnight day of sale.
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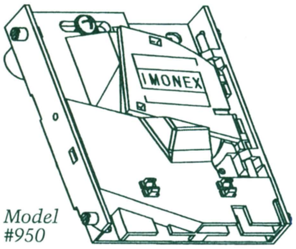

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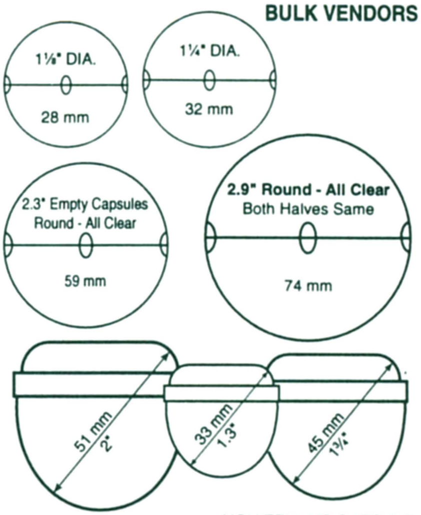

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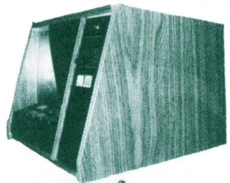

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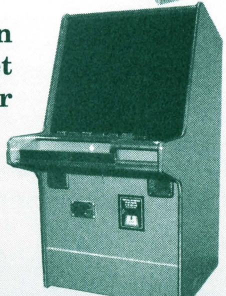

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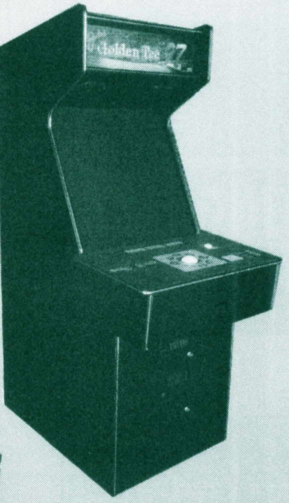

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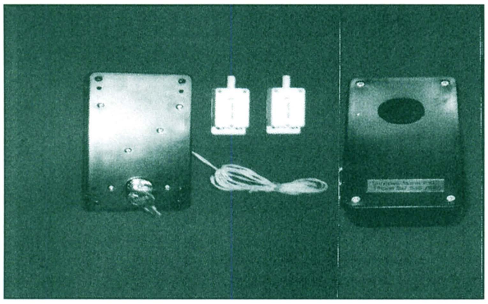

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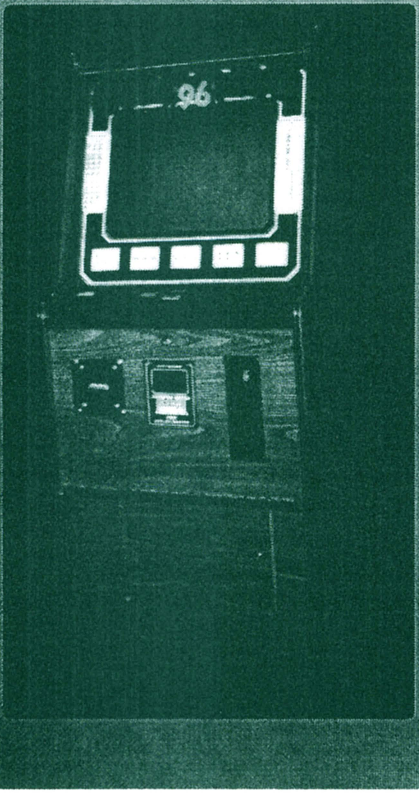

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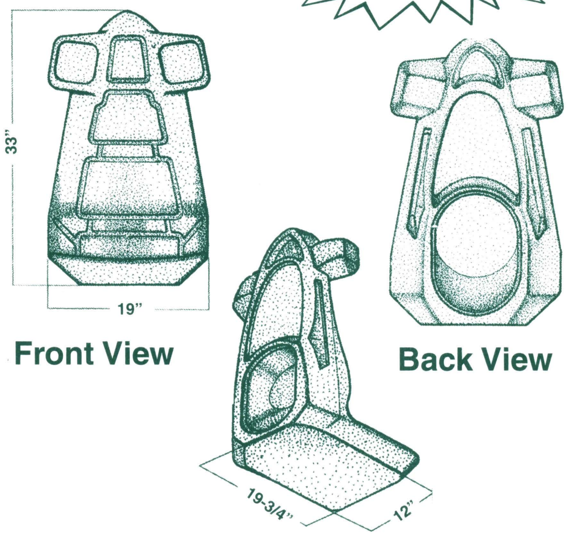

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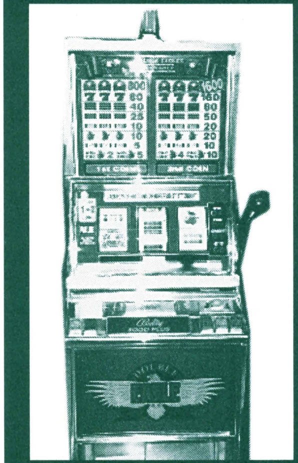

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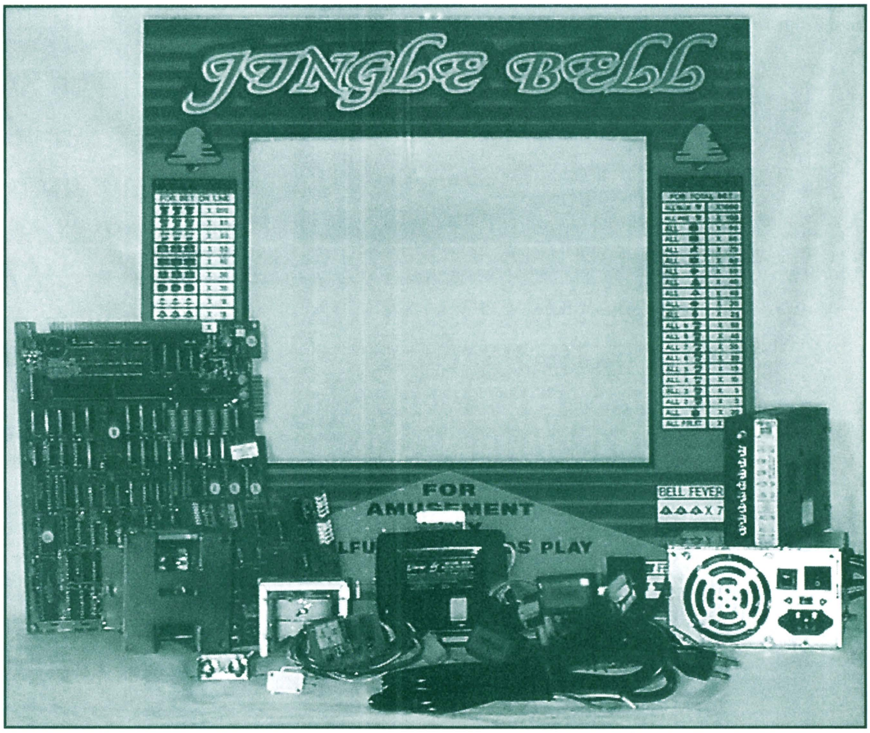
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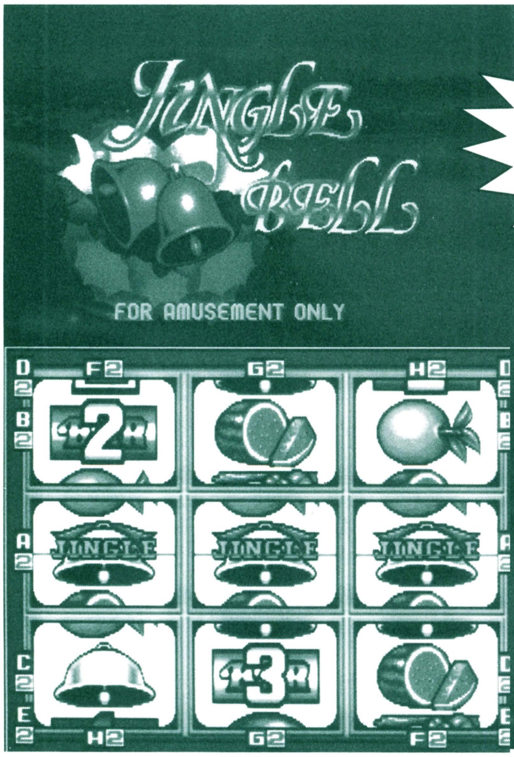
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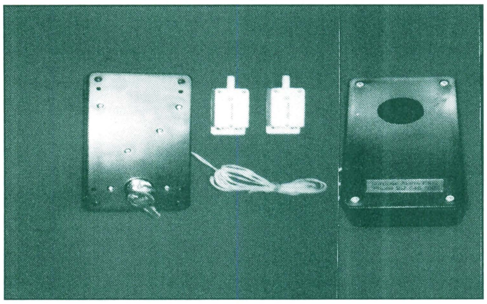

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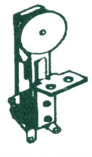

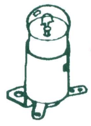

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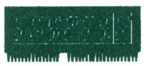

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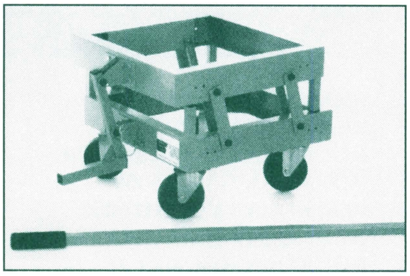

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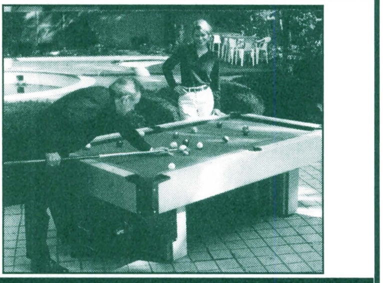

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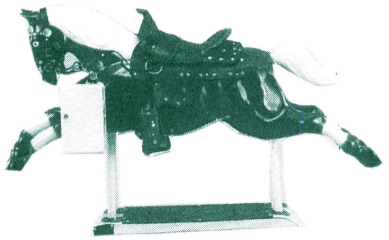

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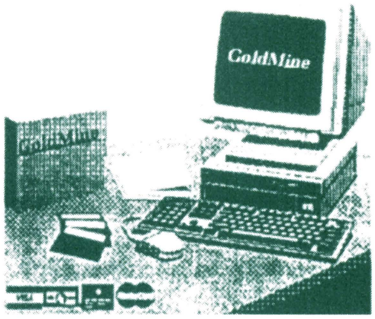

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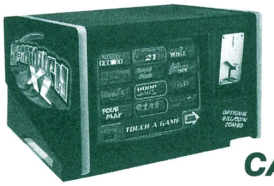

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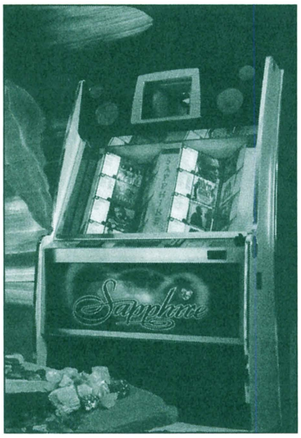

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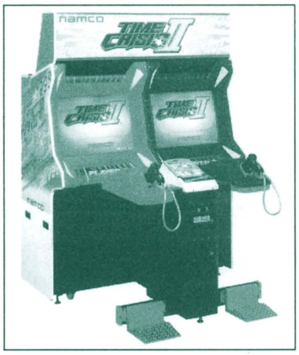

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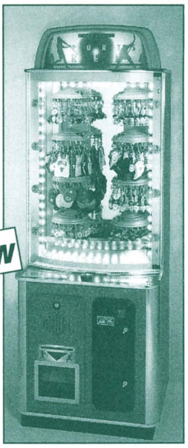

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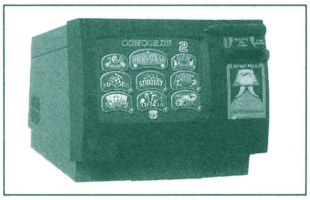

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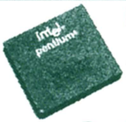

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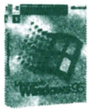

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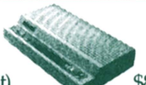

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OCMA Expo '98, Holiday Inn East, Columbus, Ohio. Call (614) 888-9772; fax (614) 888-9767.

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AMOA International Expo '98, Opryland Hotel, Nashville, Tenn. Call (800)937-2662 or (312)245-1021; fax (312)245-1085.

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18th Annual Waterpark Symposium and Trade Show, Orlando, Fla. Call Patty Miller, (913)599-0300; fax (913)599-0520.

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NAMA National Convention and Trade Show, McCormick Place, Chicago, Ill. Call (312)346-0370; fax (312)704-4140.

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Amusement Industry Expo, I-X Center, Cleveland, Ohio. Call (800)870-3976 or (216)265-2619; fax (216)265-2621.

NOVEMBER 17-21

80th IAAPA Convention and Trade Show, Dallas, Texas. Call (703)836-4800; fax (703)836-4801.

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AD INDEX

For advertiser ***Hyperlinks*** visit: **www.playmeter.com**

AGE	132
American Changer	75
Antique Apparatus/ Rock-Ola	55
Arachnid	29
Atari Games	Cover 4, 39
BCA Show	5
Benchmark Entertainment	63
Bob's Space Racers	142
Cadillac Jack	69
Coin ConneXion	57
Dyna Co., Ltd.	89
Entropy	117
Fun Merchants	83
Gametime International	87
Hoffman & Hoffman	20
Holoplex	77
ICE	15
Imperial International	6
Incredible Technologies	85
Interactive Light	41
JVL	40
Keystone	93
King Plush	37
Konami	50A
Lazer-Tron	7
Mars	17
Mayoni Enterprises	115
Merit Industries	21, 97
Micro Manufacturing	79
Midway Games	25
Muncie Novelty	136
Namco America	81
New Orleans Novelty	18
NSM America	67
Opus Entertainment	50D
Oriental Trading Co.	13
Play to Win	127
Premier Data	95
Quantum 3D	50E
Randy Fromm's Arcade School	135
Ray Grundling Golf Outing	16
Rowe International	Cover 3
S&B Toys & Novelty	72
Salex/98	45
Scan Coin	16
Sega GameWorks	Cover 2
Seidel Amusment Machine Co.	9
Silent Partner	123
Skee-Ball	43
SNK	35
Sticker Player	23
Stricor	91
TouchTunes	11
United Plush	144
Valley Recreation	5
Van Brook of Lexington	18, 121
Video Systems	33
World of Games	50G
Worldwide Video	73

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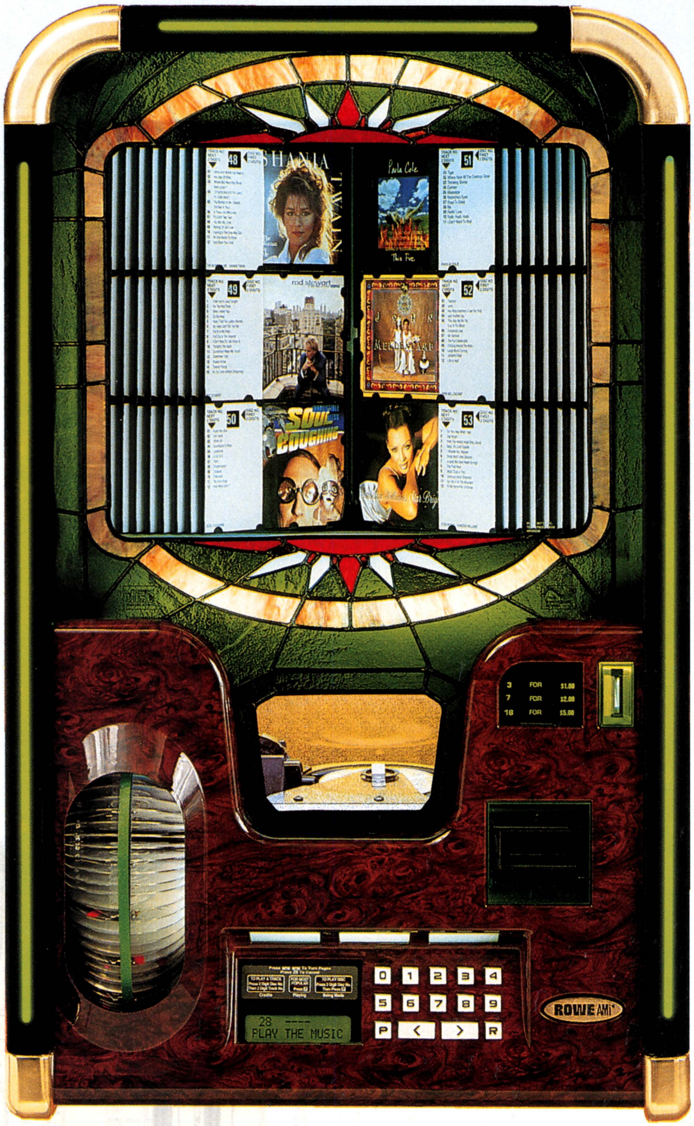
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